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IN THIS ISSUE:

23RD year

You must buy KFMB-TV.... to reach all of San Diego County

KFMB-TV CBS
ABC • DU MONT
SAN DIEGO, California...

still* FIRST *in
America's Fastest Growing Billion-Dollar-Market!

26th in the NATION in AUTOMOTIVE SALES*
$164,125,000.00

Bigger than...
- PORTLAND, ORE.
- DENVER, COLO.
- FORT WORTH, TEXAS
- PROVIDENCE, R. I.
- OKLAHOMA CITY, OKLA.

*1953 Automotive Sales... Sales Management, 1954

FIRST *in-*
Day-time, Night-time, All-the-time
RATINGS

WRATHER - ALVAREZ BROADCASTING, INC.
San Diego 1, California
Represented by EDWARD PETRY & CO., INC.

XUM

HORSE and BUGGY PEDDLERS COULD COVER THE FABULOUS GROWING TRI-STATE MARKET . . .

BUT IT'S CHEAPER AND EASIER TO USE THE ONE MEDIUM . . THE ONE STATION DOMINATING THE MARKET

WICU TV CHANNEL 12 • ERIE, PA.

ABC — NBC — DUMONT

$1,409,148,000 Effective Buying Power.
WICU-TV Raps on the doors of 79% of the Tri-State's 274,600 homes at one time. It reaches 98.6% of Erie County's 68,000 Housewives.

Radio Station WIKK, 5,000 watts now affiliated with NBC

• RADIO
• TV
• NEWSPAPER

EDWARD LAMB Enterprises INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO . . . WASHINGTON OFFICE . . . 1177 NATIONAL PRESS BLDG.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
Edward Petry & Co., Inc.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Forjoe

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

CHANNEL
6

W J I M

BATTLE CREEK
LANSING

JACKSON
SAGINAW
FLINT
BAY CITY
GRAND RAPIDS

T V

Coverage that Counts!

7 major Michigan markets for NBC, CBS and ABC

Now 100,000 watts!

H. R. Representatives

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

Covers a vast, prosperous territory — a rich target for your advertising dollar

WGAL-TV PRIMARY MARKET

TV sets	554,915
families	803,200
effective buying income	$4,226,847,000
retail sales	$2,654,371,000

COVERING

York	Harrisburg	Reading	Lebanon
Hanover	Westminster	Carlisle	Coatesville
Gettysburg	Hagerstown	Martinsburg	Shamokin
Chambersburg	Sunbury	Pottsville	Huntingdon
Frederick	Lewistown	Lewisburg	Waynesboro

STEINMAN STATION

Clair McCollough
President

Representatives

MEEKER TV, INC.

New York
Los Angeles
Chicago
San Francisco

closed circuit

JOLTIN' Bob Jones vs. Powerhouse Harry Plotkin is being talked up as battle of generation now that Senate investigation has given Sept. 1 green light with Jones as chief counsel and Plotkin tapped for minority counsel (see lead story, page 27). Mr. Jones, militant minority when he was Republican member of FCC, and Mr. Plotkin, bellicose assistant general counsel, represented opposing viewpoints in those days. Mr. Jones had been labelled "right-wing" exponent (he denied Drew Pearson charges of "Black Legion" membership) and Mr. Plotkin was branded "leftwinger" with one-time membership in National Lawyers Guild. Senate inquiry isn't supposed to be partisan, but that's only on paper. As FCC executives, each had high security clearance.

★ ★ ★

THIS WEEK FCC will be functioning under "Acting Acting" Acting Chairman Robert E. Lee, what with Acting Chairman Rosel Hyde vacationing in Idaho and "Acting" Acting Chairman E. M. Webster at meeting on West Coast of Institute of Radio Engineers. Mr. Lee formally was elected Acting (3) Chairman at FCC meeting Aug. 18 to fill in during absence of his senior colleagues.

★ ★ ★

ADD TO blue-chip stations aligned for new "Quality Radio Group," cooperative nighttime tape project [B•T, Aug. 16]: KVOO Tulsa (50 kw I-B); WRVA Richmond (50 kw I-B); KCMO Kansas City (50 kw D, 10 kw N, Class II); WWJ Detroit (5 kw regional). In addition to 17 stations already aligned, dozen others reportedly waiting only formality of board approvals. Organization meeting set for Sept. 2 in Chicago at Palmer House beginning 10 a.m. following NBC-TV and CBS Radio sessions. Frank Fogarty, WOW Omaha (Meredith), named acting vice chairman working with John H. DeWitt, WSM Nashville, acting chairman; William Wagner, WHO Des Moines, acting secretary-treasurer, and Ward L. Quall, WLW Cincinnati, handling legal and financial matters.

★ ★ ★

HERBERT HOOVER Jr., named last week as Under-Secretary of State, has expert technical knowledge of radio and communications generally. His first job—in 1929 while his father was President—was as technical assistant to president of Western Air Express Inc. in charge of radio communications. As youth, Herbert Jr. operated amateur station 6-XH Palo Alto, Calif.

★ ★ ★

BARTER-TYPE offer of films-for-time being circulated to television stations by Thompson-Koch Co., New York, on behalf of Sterling Drug. Offer: Stations to buy Sterling Drug's 57 *Inspector Mark Saber* half-hour films "at what you might expect to pay any film distributor for a good half-hour film," in return for which Thompson-Koch says it will "buy an equal dollar amount of announcements on your station."

★ ★ ★

FIRST MEETING of newly constituted 12-man board of directors of CBS Radio Affiliates has been called Aug. 31 at Chicago's Edgewater Beach Hotel, where two-day convention of affiliates starts next day (see story, page 59). Main business: election of chairman and secretary-treasurer. These posts now held, respectively, by Kenyon Brown, KWFT Wichita Falls, who under by-laws cannot stand for re-election, and Hulbert Taft Jr., WKRC Cincinnati, who has retired from board. Meanwhile, balloting in progress among board's nine affiliate-chosen members to elect (or re-elect) three directors-at-large. Current three: George B. Storer, Storer Broadcasting Co.; John F. Patt, WJR Detroit, and John E. Fetzer, WJEF Grand Rapids and WKZO Kalamazoo.

★ ★ ★

CBS HAS already received proposals for its minority interest in WCCO-AM-TV Minneapolis (47%) and WTOP-AM-FM-TV Washington (45%). Present majority stockholders (Ridder family and Washington Post Co.) have first refusal. Identity of outside bidders not disclosed but one understood to be an individual and other corporate entity. Valuation placed on properties reportedly in keeping with high prices recently paid for major stations.

★ ★ ★

REPORTS reaching U. S. tell of fine impression made by Morris S. Novik, radio-tv consultant for American Federation of Labor and other interests, as one of seven U. S. delegates to UNESCO Tv Workshop in London last month. He defended American system of private ownership; said labor had no trouble working with broadcasters and bought regular network schedules. His exposition won plaudits of Americans present.

★ ★ ★

SPREADING attacks on tv by pressure groups seeking publicity by inflammatory and undocumented charges tieing medium to juvenile delinquency causing concern at NARTB headquarters. While special NARTB information committee publishes reports designed to answer attacks, top-level officers are now going right to source in effort to meet situation. Latest step was interview with Lee B. Wood, executive editor of *New York World-Telegram* which carried vague "summer slack story" on crime with attacks on radio-tv.

the week in brief

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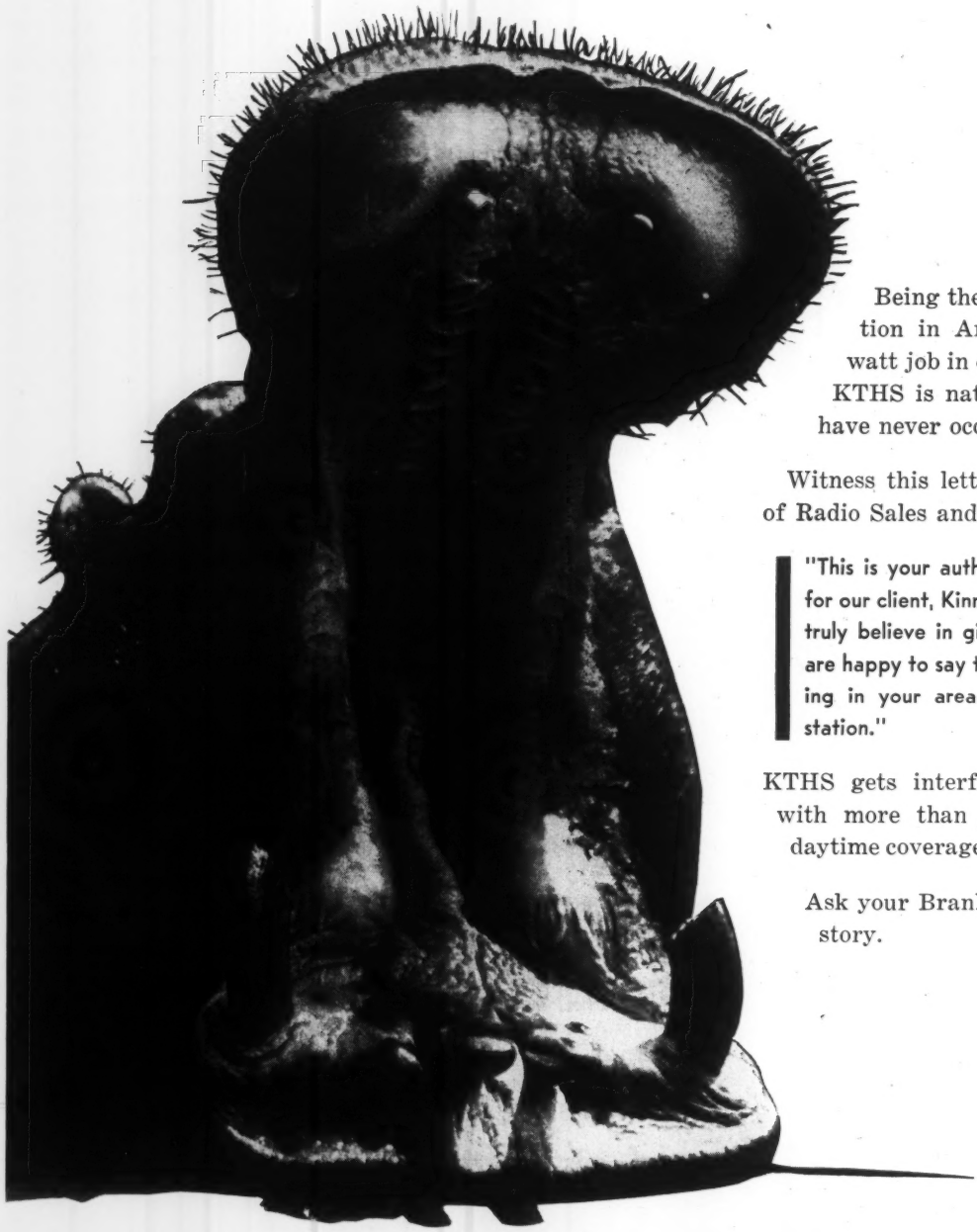
HERE'S A MOUTHFUL ABOUT RADIO IN ARKANSAS!



Being the one and only 50,000-watt station in Arkansas—and doing a 50,000-watt job in every phase of programming—KTHS is naturally getting such *results* as have never occurred before in the State.

Witness this letter from George F. Anderson, of Radio Sales and Advertising Agency, Topeka:

> "This is your authority to continue the campaign for our client, Kinreco Products, on a TF basis. We truly believe in giving credit where it is due and are happy to say that results have been very pleasing in your area due to our schedule on your station."

KTHS gets interference-free daytime coverage with more than 3¼ million people—primary daytime coverage of more than a million people!

Ask your Branham man for the whole KTHS story.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

R. G. Robertson, General Manager

KTHS

BROADCASTING FROM LITTLE ROCK, ARKANSAS

at deadline

CBS-TV AFFILIATES IN 81 MARKETS TO BE COLOR-READY BY JAN. 1, 1955

COINCIDENT with its colorcast of *Toast of the Town* last night (Sun.) to launch its 1954-55 color program schedule (also see story page 58), CBS-TV is making public today list of 81 markets where network said affiliates will be equipped to carry CBS-TV color programs by Jan 1, 1955.

(In roundup of CBS color plans and accomplishments, announcement also said *Toast* colorcast came "just 14 years" after August 1940 date when "CBS Television broadcast the world's first color program" over its then experimental New York station.)

List of stations that will be carrying CBS-TV color shows "by the first of the year" is:

WOI-TV Ames-Des Moines; WAGA-TV Atlanta; KTBC-TV Austin, Tex.; WMAR-TV Baltimore; WNBF-TV Binghampton; WBRC-TV Birmingham; WNAC-TV Boston; WBEN (TV) Buffalo; WMT-TV Cedar Rapids; WCIA-TV Champaign; WCHS-TV Charleston, W. Va.; WBTV (TV) Charlotte; WBBM-TV Chicago; WKRC-TV Cincinnati; WEWS (TV) Cleveland; WNOK-TV Columbia, S. C.; WBNS-TV Columbus.

KRLD-TV Dallas; WHIO-TV Dayton; KLZ-TV Denver; WJBK-TV Detroit; WSEE-TV Erie; KMJ-TV-KJEO (TV) Fresno; KGUL-TV Galveston; WOOD-TV Grand Rapids; WHP-TV Harrisburg; WEHT (TV) Henderson; KTVH (TV) Hutchinson-Wichita; WFBM (TV) Indianapolis; WJTV (TV) Jackson; WNBR-TV Jacksonville; WJAC (TV) Johnstown; WKZO-TV Kalamazoo; KMBC-TV Kansas City.

WTSK-TV Knoxville; KNXT (TV) Los Angeles; WHAS-TV Louisville; KDUB-TV Lubbock; WLVA-TV Lynchburg; WMAZ-TV Macon; WTVJ (TV) Miami; WCAN-TV Milwaukee; WCCO-TV Minneapolis; KNOE-TV Monroe; WLAC-TV Nashville; WKNB-TV New Britain; WNHC-TV New Haven; WCBS-TV New York; WDSU-TV New Orleans; WTAR-TV Norfolk; KWTV (TV) Oklahoma City; KMTV (TV) Omaha; WEEK (TV) Peoria; WCAU-TV Philadelphia; KPHO-TV Phoenix; KATV (TV) Pine Bluff, WGAN-TV Portland, Me.

KOIN-TV Portland, Ore.; WJAR-TV Providence; WNAO (TV) Raleigh; WTVR (TV) Richmond; WHEC-TV-WVET-TV Rochester; WHBF-TV Rock Island; WKNX-TV Saginaw; KSL-TV Salt Lake City; KGBS-TV San Antonio; KFMB-TV San Diego; KPIX (TV) San Francisco; WRGB (TV) Schenectady; KVTV (TV) Sioux City; WSBT-TV South Bend; KTTS-TV Springfield, Mo.; KWK-TV St. Louis; WHEN (TV) Syracuse; KTNT-TV Tacoma-Seattle; WTHI (TV) Terre Haute; WSPD-TV Toledo; KOTV (TV) Tulsa; WKTV (TV) Utica; WTOP-TV Washington; WKBN-TV Youngstown.

Weed Television Named To Represent WABC-TV

IN major acquisition, Weed Television Corp. last week was appointed national sales representative for WABC-TV New York, ABC's key station. Appointment, effective Sept. 1, is being announced today by John H. Mitchell, vice president and general manager of ch. 7 station. Contract was signed last week by Robert M. O'Brien, executive vice president of ABC, and Joseph J. Weed, president of representation firm.

Appointment of Weed company splits representation of ABC stations among four firms:

Edward Petry & Co. represents WABC and also ABC's owned radio and tv stations on West Coast (KABC-AM-TV Los Angeles and KGO-AM-TV San Francisco), and additionally has just been named to represent ABC radio and tv networks on regional basis on West Coast effective Sept. 1 [B•T, Aug. 16].

John Blair & Co. (radio) and Blair-Tv (television) represent ABC-owned WLS and WBKB (TV) Chicago and WXYZ-AM-TV Detroit.

NBC-TV, Selznick Discussions

NBC-TV is holding conversations with David O. Selznick, Hollywood producer, regarding network's approaching color spectaculars. Frederick W. Wile Jr., NBC Hollywood program vice president, confirmed fact that discussions are underway with further meetings to be held in New York between producer and NBC President Sylvester L. Weaver. Mr. Selznick enters tv this autumn with electric industry's multi-network *Light's Diamond Jubilee* production, scheduled in October.

Tv Spot Sales Show Gain For Detergents, Toiletries

NET TIME costs for spot tv advertising of detergents, soaps, toiletries and margarines for first quarter of 1954 amounted to $6,837,671, increase of more than 30% over spot tv time expenditures in final quarter of last year and more than double amount spent in third quarter of 1953, according to N. C. Rorabaugh Co., publisher of quarterly reports on spot tv advertising.

Spot tv expenditures were tabulated by Rorabaugh as follows:

	3rd Quarter 1953	4th Quarter 1953	1st Quarter 1954
Detergents	$ 874,658	$1,399,101	$1,157,160
Cleansers	191,277	749,295	1,357,121
Toilet Soaps	297,242	273,272	240,479
Shortenings	92,946	97,620	158,843
Shaving Creams	229,904	227,610	297,326
Dentifrices	569,842	1,024,254	1,597,352
Home Permanents	663,421	415,415	337,381
Shampoos	422,900	511,043	607,987
Margarines	42,942	514,836	1,084,022
	$3,385,132	$5,212,446	$6,837,671

IKE ON AIR

RADIO-TV networks announced plans Friday to carry President Eisenhower's talk from Denver today (Monday) in which he will evaluate accomplishments of second session of 83rd Congress. ABC Radio, ABC-TV, CBS-TV, NBC-TV and DuMont will present program live from 9-9:30 p.m. EDT, and NBC Radio, Mutual and CBS Radio will carry it later.

• BUSINESS BRIEFLY

SPREADING SUNSHINE • Sunshine Biscuit Co., Long Island City, N. Y., launching extensive tv spot announcement campaign nationally Sept. 15, using programs, ID's, and station breaks, plus radio spot announcements in few markets. Agency: Cunningham & Walsh, N. Y.

INTO SPACE • Nestle Co., White Plains, N. Y., has signed for alternate-week sponsorship of *Space Patrol* (ABC Radio, Sat., 10:30-11 p.m. EST), starting Oct. 2. Agency: Cecil & Presbrey, N. Y.

SATURATION SPOTS • V. La Rosa & Sons Inc., Brooklyn, N. Y., beginning 26-week radio and tv spot saturation campaign in late September, blanketing East Coast areas between Maine and Washington and west to Pittsburgh. Agency: Kiesewetter Assoc., N. Y.

LENTHERIC TAKES CHANCE • Lentheric Inc., N. Y. (men's toiletries), through Cunningham & Walsh, N. Y., has signed as alternate-week sponsor of *Chance of a Lifetime* (DuMont, Fri., 10-10:30 p.m. EDT), starting Sept. 17. Other alternate-week sponsor is P. Lorillard Co., N. Y., through Lennen & Newell, N. Y.

OIL FIRM BUYS FILM • Ohio Oil Co., Findlay, Ohio, through N. W. Ayer & Son, N. Y., has signed to sponsor Official Films' *Secret File, U. S. A.* tv filmed series, in 12 midwestern markets, starting first week in September. Market total for series is 48.

REPRESENTATIVE NAMED • Burke Stuart, N. Y., appointed national representative of WATR Waterbury and WNAB Bridgeport, both Conn., effective Sept. 1. Firm also represents WATR-TV Waterbury.

'Medic' Will Be Introduced With Heavy NBC Promotion

NBC-TV's new *Medic* series, which starts Sept. 30, 9-9:30 p.m. EST, previewed last Friday in closed-circuit telecast witnessed by newsmen, civic leaders, and medical association officials in more than 60 cities. Series will be carried on three Mondays out of four under sponsorship of Dow Chemical Co., Midland, Mich.

Stations were told on special one-hour closed-circuit program that NBC-TV will invest $170,000 in first 13 weeks for on-the-air promotion for *Medic*, which will be carried on line-up of 91 stations. Among those who took part in closed-circuit telecast were Sylvester L. Weaver Jr., NBC president, who served as host; Dr. Leland I. Doan, president of Dow Chemical Co., and Robert W. Sarnoff, executive vice president of NBC.

83d Congress on Way Home

THE HOUSE adjourned *sine die* late Friday and Senate was on point of doing same. Left hanging over broadcasters for remainder of year were two complex Congressional issues: (1) Senate Commerce Committee's impending investigation of networks and uhf (page 27) and (2) House Commerce Committee's charge of excess beer and wine commercials (page 42) and its request that radio-tv industry report back by next Jan. 1 what it is doing to "cope with the problem."

1954
-1921
33 years

We're proud of the results 33 years experience enables us to give to you, our sponsors—and we're proud of the 92% consistent listenership within WSPD's 16 county, billion dollar market.

Let us show you what outstanding results you can get by taking advantage of WSPD's experience and WSPD's loyal listenership. Call your nearest Katz representative or ADams 3175 in Toledo.

A STORER STATION

WSPD AM-TV
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

KANG-TV Asks Uhf Ch. 66 As Substitute for Rival Vhf

KANG-TV, ch. 36 ABC-DuMont affiliate at Waco, Tex., petitioned FCC Friday for rule-making to substitute ch. 66 for ch. 10 there in order to prevent "second" vhf station in market which would force KANG-TV out of business and destroy value of some $875,000 worth of uhf converters (43,750 units) in hands of public.

KANG-TV charged Bell Pub. Co.'s ch. 6 KCEN-TV Temple, Tex., is in effect "first" Waco vhf outlet, contending it got there by "artifice and subterfuge" but it's too late now to protest. KANG-TV said it can survive against one vhf station, but not two.

KANG-TV told Commission Bell Pub. Co. succeeded in getting ch. 6 reallocated from San Angelo to Temple, filed bid and was granted ch. 6 for Temple, then won moves of transmitter site to 20 miles south of Waco (which became principal city) and studio site to Eddy, Tex., with effective radiated power boost to 100 kw. KCEN-TV then was promptly "gobbled up by NBC and interconnected," Waco uhf outlet charged.

Indicating it's too late to do anything about ch. 6, KANG-TV asked ch. 66 be substituted for ch. 10, in contest between KWTX and Waco Television Co. and waiting initial decision by FCC examiner after hearing.

Lanphier Sells WFOX

SALE of WFOX Milwaukee by Charles J. Lanphier and associates for $100,000 to Business Management Inc., local management service firm, reported Friday with application to be filed with FCC early this week. Business Management is headed by Joseph A. Clark, who has dairy and food product firm interests. Lanphier group sells WFOX in order to exercise option for part interest in ch. 12 WTVW (TV) Milwaukee. Ch. 12 merger also includes WEMP there and Milwaukee Area Telecasting Corp.

Daytimers Sought

TWO new daytime stations, both for 1 kw on 1310 kc but one for Pine Bluff, Ark., and another for Morehead, Ky., sought in applications filed with FCC Friday.

Pine Bluff Broadcasting Co., Arkansas applicant, is owned by W. L. Kent and John M. McLendon, associated in ownership of WNLA Indianola, Miss. Morehead Broadcasting Co., Kentucky bidder, is equal partnership of W. S. Sample, lumber business; Robert S. Bishop, druggist; Claude L. Clayton, local postmaster, and Roy Cornette, retail hardware.

Transfers, Sales Filed

SEVERAL transfer and station sale applications, including one for tv, reported filed with FCC Friday. They are:

KEYD-AM-TV Minneapolis—Sale of controlling interest to Minneapolis Tower Co. for $300,000 to acquire financing for construction of ch. 9 tv outlet. Minneapolis Tower is owned 75% by Baker Properties Inc., in turn headed by W. M. Baker.

WTAN Clearwater, Fla.—Sale by Clearwater Radio Broadcasters Inc. for $106,000 to WTAN Inc., new firm composed of William G. and Mary B. Wells, owners WMOA Marietta, Ohio, and H. D. Parker, WTAN manager.

WDBF Delray Beach, Fla.—Sale by Delray Broadcasting Corp. for $60,000 to WSRS Cleveland Heights, Ohio.

MOUNTAIN STAYS

OFFICIAL Films, New York, believes in adage that starts: "If the mountain can't come to Mohammed . . ." Company reported Friday it had cancelled proposed sales meeting because staff salesmen are "so busy that to bring them to New York City at this time would be unprofitable." Instead, Herb Jaffe, director of sales, left for visit with sales staffs in Los Angeles, Dallas, Chicago, St. Louis, Baltimore, Atlanta, Detroit and Boston.

St. Louis Applicant Quits

ST. LOUIS ch. 11 hearing lost one applicant Friday when St. Louis Amusement Co. (Fanchon & Marco) walked out on examiner when he refused to defer hearing pending its appeal to Supreme Court from refusal of U. S. Court of Appeals in Washington to dismiss CBS-KMOX St. Louis application [B•T, Aug. 16]. Examiner ruled applicant in default for refusing to proceed with hearing. Other applicants are St. Louis Telecast Inc., 220 Television Inc., and Broadcast House (KSTM-TV, now defunct). St. Louis Amusement claimed in court that CBS is so highly qualified it is sure to receive grant, yet is prohibited from having another tv station because it now owns limit of five.

ABC-TV Adds Affiliates

AFFILIATION of WTVI (TV) Belleville, Ill.-St. Louis (ch. 54) and KUTV (TV) Salt Lake City (ch. 2) with ABC-TV, raising total number of affiliates to 207, is being announced today (Monday) by Alfred R. Beckman, national director of ABC's stations relations departments.

WTVI joined ABC-TV last Tuesday. Station is owned and operated by Signal Hill Telecasting Corp., with John D. Scheuer Jr. as general manager. KUTV, which will become affiliated with ABC-TV on Sept. 7, is owned and operated by Utah Broadcasting & Telecasting Corp., with Frank C. Carman as general manager.

UPCOMING

Aug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.

Aug. 23: Missouri Broadcasters Assn., Sedalia.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 27-28: West Virginia Assn. of Broadcasters, The Greenbrier, White Sulphur Springs.

For other Upcomings see page 97.

PEOPLE

HUGH S. HOLE named supervisor of television services in advertising services department of Chrysler Corp., Detroit, and **JOHN L. BEERS** appointed to handle department's merchandising and promotion. Mr. Hole served recently as radio and television director of Brooke, Smith, French & Dorrance, Detroit, and previously was with Dancer-Fitzgerald-Sample, N. Y., as director of commercials, and with Benton & Bowles, N. Y., as administrative assistant to radio-tv vice president. Mr. Beers has been account executive and assistant to vice president in charge of new business for Young & Rubicam, N. Y. Messrs. Hole and Beers will operate under direction of **JOHN R. BARLOW,** manager of Chrysler advertising services, which has responsibility for institutional advertising, including new one-hour weekly series starting on CBS-TV Sept. 30.

GREGORY REESER, NARTB Midwest station relations representative, resigns effective Sept. 25. He had been with NARTB since August 1953, and previously was with RCA Thesaurus and ASCAP.

JERRY DANZIG, most recently associated with Worthington Miner Productions as producer in charge of development projects and formerly with CBS in various posts, signed by ABC-TV to head production unit preparing special pre-football season telecast on ABC-TV on Sept. 11, 8-9 p.m. EDT.

JACK MOHLER named assistant sales manager, WOR New York; **WILLIAM GORMAN,** assistant sales manager, WOR-TV; **WILLIAM McCORMICK,** regional sales manager, WOR-AM-TV, covering New York, New Jersey, Pennsylvania, Maryland, and Delaware, and **JOHN MULVIHILL,** program sales manager, WOR-TV.

Ted Church to Washington In CBS News Changes

AS PART of re-integration of CBS radio and television news and public affairs activities [B•T, Aug. 16; also see story page 60], Wells (Ted) Church, who has been director of news for CBS Radio, will be transferred to Washington as correspondent for reunited radio and tv department, authorities said Friday. Transfer slated to become effective within few weeks. Meanwhile it was learned unofficially that Howard Kany, who has been manager for CBS-TV news and newsfilm, probably will get expanded role as head of CBS Newsfilm operation which includes syndication to other stations as well as filming news events for network use.

NARTB Offers Beer Ad Data; Will Fight McCarthy Ban

NARTB will cooperate with House Interstate & Foreign Commerce Committee in gathering statistical information on amount of time devoted to advertising of alcoholic beverages on radio-tv stations, President Harold E. Fellows notified committee Friday (early story page 42).

Offer of cooperation was made following report issued by committee on Bryson Bill (HR 1227), in response to letter from Rep. Charles A. Wolverton (R-N. J.), chairman of committee. Chairman asked NARTB to gather data and other information indicated in report.

In separate letter sent Sen. Arthur V. Watkins (R-Utah), chairman of Senate Select Committee to study McCarthy censure charges (S Res 301), Mr. Fellows re-stated NARTB's opposition to committee's ruling that its open hearings will be closed to radio microphones and tv cameras (early story page 50).

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

28
FOOTBALL
GAMES
WILL BE
SCHEDULED
ON
WSAZ
THIS
FALL!

★ ★

SOME
AVAILABILITIES
STILL OPEN

NATIONAL REPRESENTATIVES
THE KATZ AGENCY

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

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Published Every Monday by Broadcasting Publications Inc.

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Another Channel 10 First!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

Only daily live remote TV show in New England. Emceed by charming *Nancy Dixon* and *Peter Carew* (piano impressions and satire) with *3M's* three-piece combo. All Channel 10's talent and celebs visiting Providence will guest. Direct selling to a tested women's audience from the area's leading hostelry, Monday through Friday, 9:00 to 10:00 a. m.

Join us for breakfast, sample your products to 100-plus radiantly responsive guests in the Sheraton-Biltmore *Garden Room*. Their approbation will register for sure — because 1,120,925 sets in area give us 93% coverage! Availabilities now open — call WEED Television.

NBC Basic • ABC - DuMont — Supplementary

WBIG leads all others

IN "THE PULSE OF GREENSBORO" REPORT

Previous opinions now proven facts in this survey

Bob Poole is established as the top radio personality in Greensboro. "Poole's Paradise" is the favorite locally produced early morning show by a wide margin.

In popularity, WBIG is a 2 to 1 favorite when its rating is compared to the combined average of all Greensboro competition.

We will never be satisfied with less than the No. 1 spot.

Contact Hollingbery . . . get the revealing facts from "The Pulse of Greensboro" report.

IN REVIEW

BACKGROUND

Network: NBC-TV
Time: Mon., 8:30-9 p.m. EDT (sustaining four weeks only)
Chief Analyst & Commentator: Joseph C. Harsch
Director: John Goetz
Producer: Ted Mills
Managing Editor: Reuven Frank
Film Supervisor: Jean Lenauer
Film Editor: C. S. Gochis
Continuity: Reuven Frank, Mr. Harsch, Paul Cunningham and Frank Bourgholtzer
Topic Aug. 16: Story of French Premier Pierre Mendes-France

THE BETTER tv news shows appear to tend toward greater perspective of world doings, presenting commentary and background on special events or people. This is what NBC-TV's latest news show, *Background*, Mondays, 8:30 p.m. EDT, attempts to provide.

The first show, Aug. 16, which treated the rise on the international scene of French Premier Pierre Mendes-France, used the television technique to different advantage. Its weakness is the old fault which plagues many a tv show. Too much crammed into too little time. If the show would try to be a bit more simple in its treatment, the result would be more effective.

The show was packed tightly into its half hour; film editing was excellent, script writing of high quality, lighting up to par. A rear projection system was used to advantage. Only fault on the technical side remained in the continuity—a smoother program is needed.

For its initial program, NBC-TV was courageous, tackling a tough topic and a complicated country. But the objective of the program is to "explain the headlines in the terms of people who live them." With a few technical brush-ups *Background* will be an effective report of significant world events, tailored to living room viewing.

CAPSULE MYSTERIES

Producer and Distributors: Charles Michelson Inc., New York
Format: Five-minute mystery programs
Writer-Director: Gil Braun
Star: Glen Langan
Estimated Production Costs: $1,900 per program

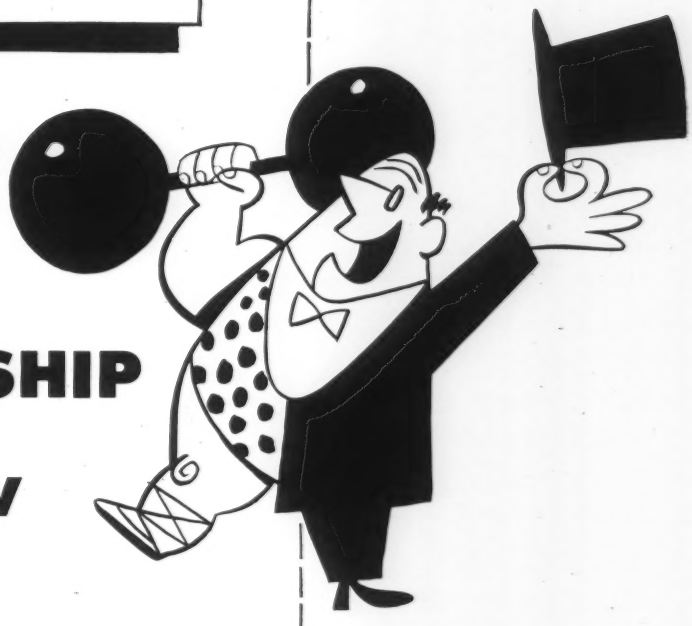
THOUGH it may seem difficult to fashion a mystery drama that runs less than five minutes, Charles Michelson has accomplished the feat—and there's no mystery about it. The are tightly written episodes that contain all the elements of suspense, romance, intrigue and mystery within the limitations of little more than 3½ minutes.

No episode seems hurried. The foul play occurs near the beginning of each program and details are filled in as star Glen Langan playing the inspector, questions each suspect. In each episode there is a tell-tale clue by which viewers can detect the culprit.

The series is designed as filler material during open program times and as block programming. Mr. Michelson has managed to produce a low-budget filmed series of high quality because of his method of pre-production planning [B•T, Feb. 8, 1954]. He has 39 episodes of *Capsule Mysteries* available for showing and already has signed to place the series in two markets. Long a producer and distributor of transcribed radio programs, Mr. Michelson appears to have come up with an attractive package in his first and modest filmed venture.

IN UTAH WHEN YOU BUY THE

BIG 2



THE DIFFERENCE IS

POWER PLUS

SHOWMANSHIP

AND THAT'S KUTV CHANNEL 2

You get the audience you buy . . . and KUTV's audience gets the full impact of programming planned to entertain, powered to sell.

Your George P. Hollingbery representative will give you the full story.

Buy the Big 2 in Utah

KU2TV

ABC IN SALT LAKE CITY

. . . on the air Sept. 7

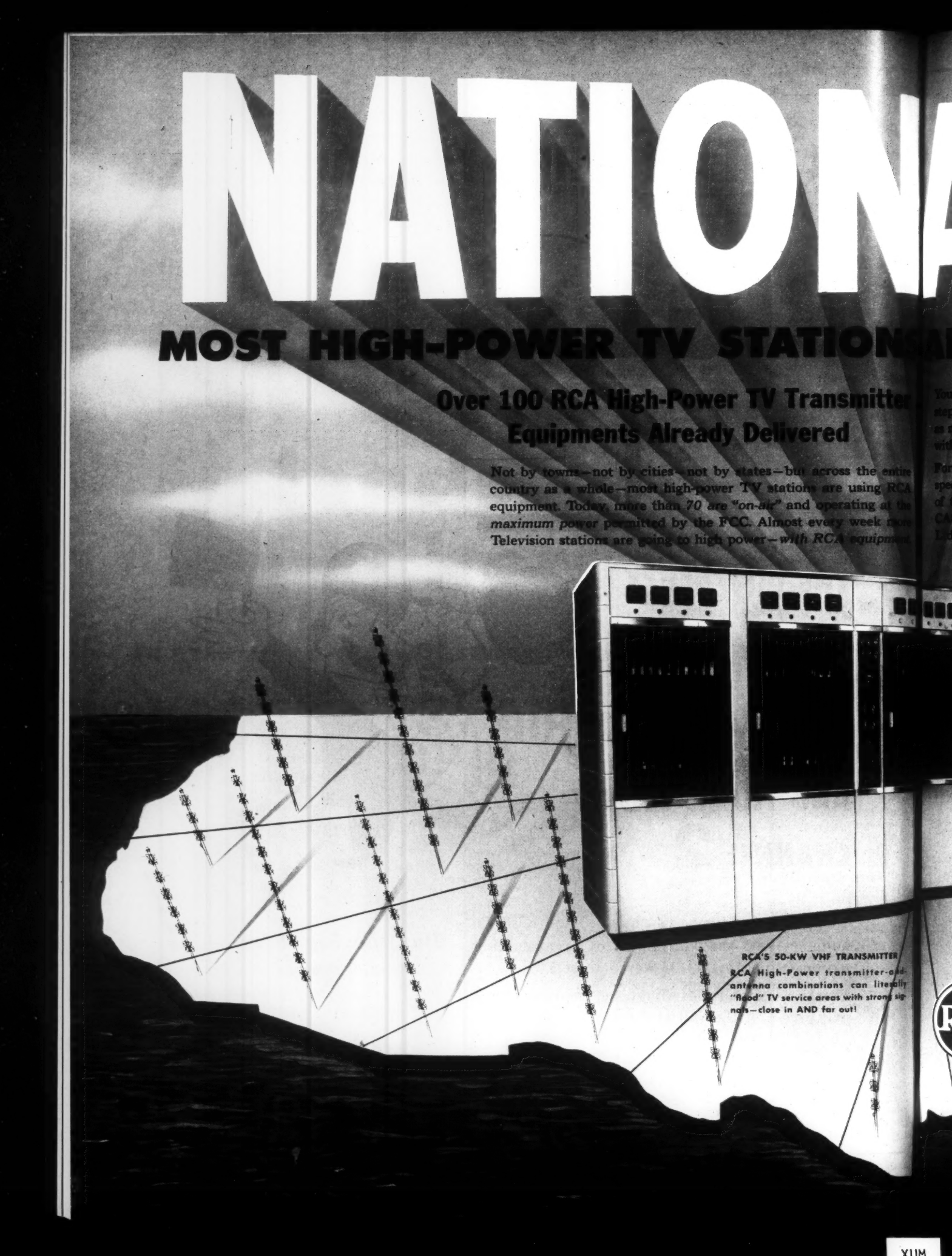
Full power from atop 8600 foot Pix Peak.

NATIONA

MOST HIGH-POWER TV STATIONS

Over 100 RCA High-Power TV Transmitter Equipments Already Delivered

Not by towns—not by cities—not by states—but across the entire country as a whole—most high-power TV stations are using RCA equipment. Today, more than *70 are "on-air"* and operating at the *maximum* power permitted by the FCC. Almost every week more Television stations are going to high power—*with RCA equipment.*



RCA'S 50-KW VHF TRANSMITTER

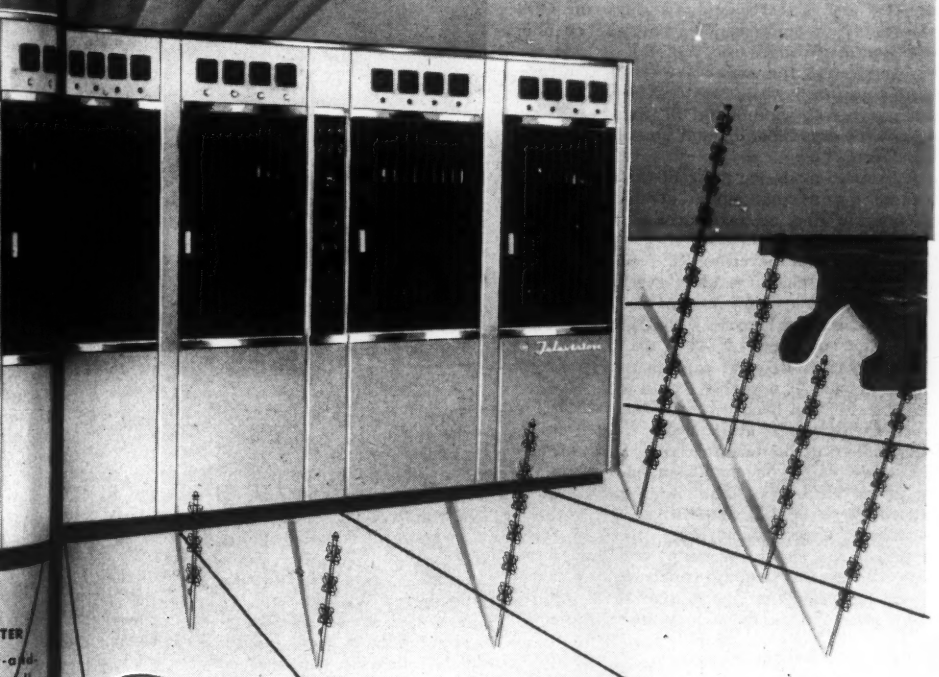
RCA High-Power transmitter-and-antenna combinations can literally "flood" TV service areas with strong signals—close in AND far out!

NALLY...

...ARE RCA-EQUIPPED!

Your investment in high-power equipment is going to be a major step. Make sure you make the RIGHT decision. Specify RCA—as most high-power stations are doing across the country, and deal with just ONE responsible equipment manufacturer. *It's important!*

For technical planning help on the system best suited for your specific requirements, call in the man who has already helped many of the high-power TV stations get started—**YOUR RCA BROADCAST SALES REPRESENTATIVE.** In Canada, write RCA Victor, Ltd., Montreal.



Why this sweeping acceptance across the nation?

"SATURATION" COVERAGE. RCA High-Power TV transmitters—operated in combination with RCA antennas—deliver high ERP at low operating cost.

SUPERIOR PERFORMANCE. RCA High-Power TV transmitters deliver superior picture quality—*have plenty of reserve power for color operation.* They are conservatively rated—operate with remarkable stability day in and day out.

ALL AIR-COOLED. ALL VHF High-Power TV transmitters currently being delivered are air-cooled—a feature that saves substantially on equipment installation and maintenance. RCA TV transmitters use conventional, inexpensive tubes that every station man is familiar with.

RCA SERVICE. RCA High-Power TV transmitters are backed by a nationally-famous broadcast engineering service organization—plus 'round-the-clock service on all replacement parts for RCA equipment.

COMPLETE MATCHED SYSTEMS. RCA supplies High-Power TV transmitters—and everything else needed by a high-power plant; antennas, towers, dummy loads, monitors, measurement equipment. *And note this fact:* RCA TV systems are matched throughout. No time wasted on critical adjustments of mismatched components. Peak performance is assured now and in the future.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

IN HOUSTON . . .
K-NUZ
LEADS IN COST PER 1000* SETS EVERY MINUTE IN EVERY DAY!

Share of Audience in Cost Per 1000 Sets, Monday through Friday.

MORNING
8:00 A.M. to 12:00 NOON
K-NUZ . . . 24c

IND. STA. "A"	60c
IND. STA. "B"	50c
IND. STA. "C"	60c
NET. STA. "A"	35c
NET. STA. "B"	35c
NET. STA. "C"	44c
NET. STA. "D"	28c

AFTERNOON
12:00 NOON to 6:00 P.M.
K-NUZ . . . 22c

IND. STA. "A"	48c
IND. STA. "B"	42c
IND. STA. "C"	60c
NET. STA. "A"	29c
NET. STA. "B"	29c
NET. STA. "C"	47c
NET. STA. "D"	50c

EVENING
6:00 P.M. to 12:00 P.M.
K-NUZ . . . 22c

IND. STA. "A"	60c
IND. STA. "B"	(OFF)
IND. STA. "C"	$1.20
NET. STA. "A"	48c
NET. STA. "B"	35c
NET. STA. "C"	49c
NET. STA. "D"	72c

*APRIL-MAY PULSE Share of Audience against SRDS One Minute Rates

Write - Phone - or Wire
Forjoe & Co. - Nat'l Rep.
or
DAVE MORRIS at KE-2581
K-NUZ Radio Ranch

K-NUZ Leads in Cost per 1000 Sets Saturday and Sunday, too.

OPEN MIKE

BBC Plaque Fund

EDITOR:

Your recent editorial [Aug. 2] on Richard Strout's piece about BBC's Studio B-24 certainly hit a nostalgic note with me.

When I left for Europe right after the invasion as the first radio correspondent to be accredited to an independent radio organization, Paul White, then CBS News Director, told me to look up Ed Murrow. He said Ed could help me get an overseas channel to broadcast from London to West Virginia. When I reached London Ed Murrow was out of town (it later developed he was off on one of his frequent bombing missions) and the British Post Office had never heard of the West Virginia Network. I was told that Frank McColl of NBC might be able to help me. I phoned him and he and George Wheeler invited me to dinner that night to discuss my situation.

Frank made the necessary pleas and representations for me the next day and the name of the West Virginia Network was added to the typewritten schedule of the three American networks using BBC and Post Office facilities which was posted in the control room for the studio.

Each time I did a broadcast I had to patiently explain to the BBC censor what the West Virginia Network was. I thought John Kennedy, my boss, would blow his top when he saw the bills but instead he cabled me to step up the schedule.

Yes, Strout's piece brought back many memories. It made me think of the time Dick Hottelet and I were doing a show on CBS when a flying bomb came across the channel and went right over the building so low we were both sure this was IT. It also made me recall the time I was doing a show out of that studio when a bomb hit in the immediate vicinity of the building and shattered all the glass around us.

It likewise made me think of the many times I came out of that studio at midnight in a blackout to find no taxis around and had to walk to my room on the other side of town scared stiff. But nevertheless, I always had a warm feeling when I entered the building and I always hated to leave it.

Somehow I felt secure within it and I shall never forget the helpfulness of the BBC people who worked there. As an American I made demands which I probably would have resented had the situation been reversed, but the British, much as we griped about them, tried to be as helpful as they could under the circumstances.

I agree with you that a plaque should be placed on the wall of that studio and I enclose my check to start a fund which I hope will encourage others to contribute. If you will act as treasurer I should be happy to head up the project and am sending copies of this letter to the head of the five networks as well as a few others in the event they are interested.

Howard L. Chernoff
WTAP (TV) Parkersburg, W. Va.

[EDITOR'S NOTE: Mr. Chernoff's contribution (which B•T has matched) activates the editorial proposal that American broadcasters should follow the example of other non-Britons who made use of BBC facilities for wartime broadcasts to their homelands and have subsequently presented the BBC with plaques of thanks. B•T accepts the invitation to act as treasurer and asks other contributors to make their checks payable to B•T BBC Plaque Fund.]

Selling Power

EDITOR:

KFXJ-AM-TV sponsored the local appearance of Matt Cvetic—the FBI undercover agent whose story is the basis for the program *I Was a Communist for the F.B.I.* Tickets for a lecture were made available at the stores of the firms sponsoring the radio show. A sell-out of the Lincoln Park Ball Park brought a capacity crowd in spite of the fact that the local newspaper refused to publicize the event due to an anti-radio policy. Radio and tv spots, plus a simulcast by Mr. Cvetic the night before the lecture, did the trick!

Perhaps it is more than mere coincidence that the local appliance dealers and home furnishing stores have asked KFXJ to sponsor this year's Modern Home Exposition—a role which traditionally has been given to the local press!

Rex Howell
Pres. & Gen. Mgr.,
KFXJ-AM-TV
Grand Junction, Colo.

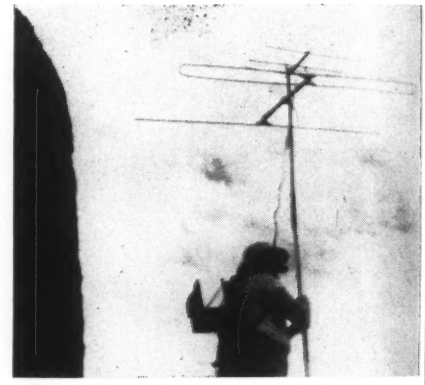
Peak Picking Problems

EDITOR:

The boys out on the plains have to build thousand-foot towers. Our problem is "which" of our 2-, 3-, 4-, 5-, or 6,000 foot towers to go on.

Enclosed is a picture of Lloyd Scott, one of our engineers, with the test equipment on his back and an antenna which he is holding astride the Continental Divide at 8,250.8 ft. above sea level. This happens to be only about 2,500 ft. high above our city.

Outside of Butte we have to travel a matter of 26 miles before we get to the next town,



which is Anaconda, a matter of 47 miles in a different direction before we get to Helena and a matter of 100 miles in an opposite direction from Butte to get to Bozeman. We have been up on mountains 10,400 ft. high and have been doing considerable in the way of making checks on our own and other signals. We have a couple of locations where you can receive not only all the tv stations in Montana but several from outside the state.

Here, it isn't a question of building an antenna; it's a question of a way to get to the damn thing. We're trying to make up our mind on it this summer so next summer the building job can be done.

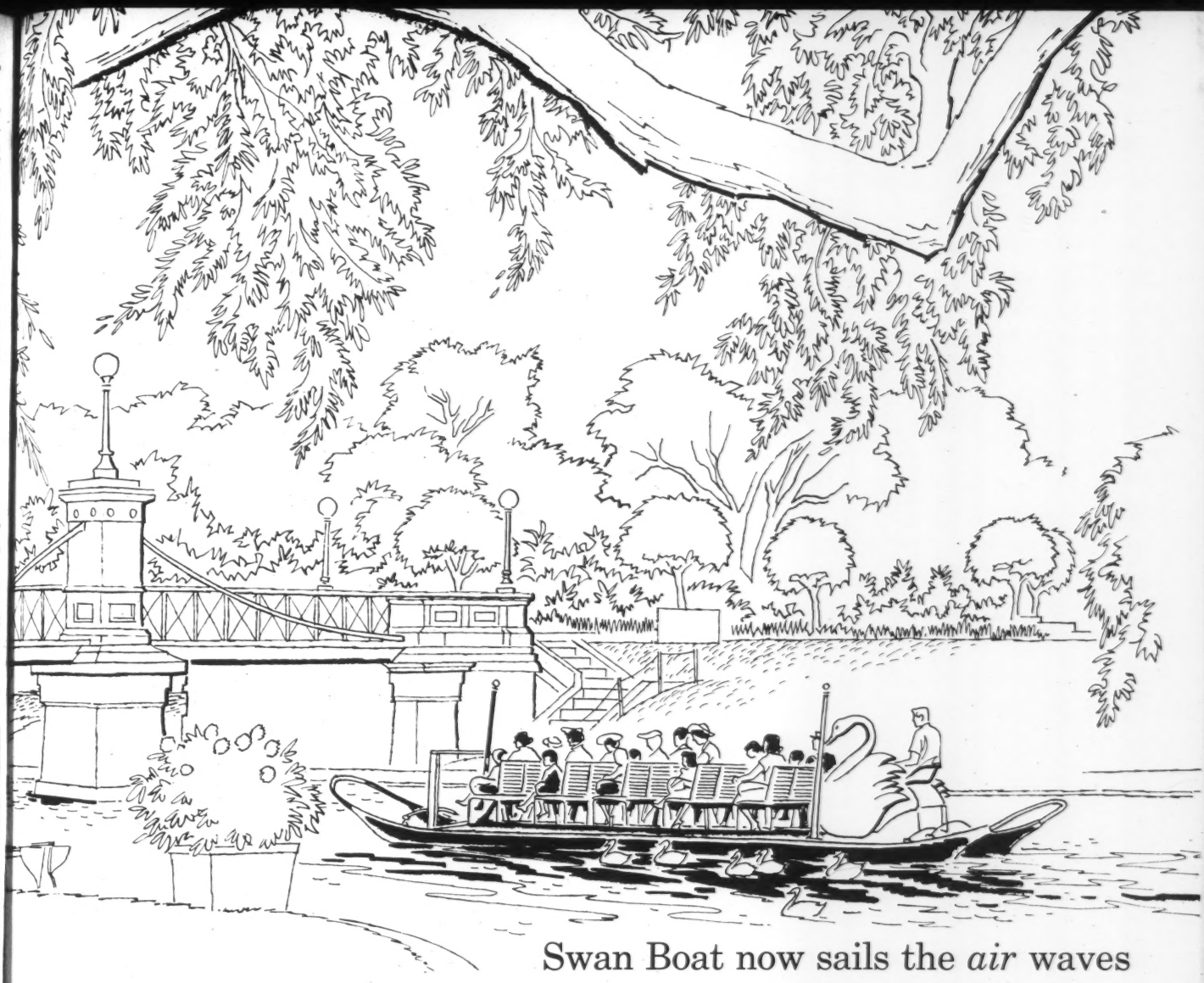
Ed Craney
KXLF-TV Butte, Mont.

G-Line Horn Design

EDITOR:

In your report on the G-Line [Aug. 2], there appears to be some misunderstanding concerning the accuracy required in the manufacture of the launching and receiving horns which connect the wire to a source of power and to the load respectively.

While it is quite clear from your report that launching and receiving horns are of wave



Swan Boat now sails the *air* waves over WBZ-TV!

Swan boating in the Public Gardens is quite a Boston tradition, you know. A nice one, too. And now Boston's WBZ-TV has captured the enchanting atmosphere of this century-old tradition and given it a modern touch. The result is the delightful daily live TV show, "Swan Boat."

Five mornings a week, "Swan Boat" provides the same relaxed gaiety and whimsy of these famous summertime cruises . . . in an hour of music, news and lighthearted fun.

What a show it is! Visual presentations of current hit songs . . . a special newscast to the New England housewife . . . daily vignettes of a growing baby girl . . . "Husband's Haven" . . . a colorful Bostonian "character" in a series of fanciful New England situations . . . tips by a popular women's commentator . . . guest celebrities.

And since "Swan Boat" *is* tuned to the tastes of New Englanders, it will play a happy tune on your cash register, too.

You can find out about choice seats on Swan Boat by calling Herb Masse, WBZ-TV Sales Manager, at ALgonquin 4-5670 . . . or Eldon Campbell, WBC National Sales Manager, at PLaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-TV • WBZ-WBZA, *Boston;* **KYW • WPTZ**, *Philadelphia;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland* Represented by: FREE & PETERS, INC.

KPIX, *San Francisco*, represented by: THE KATZ AGENCY, INC.

here's real maqic...

the kind advertisers want to see when it comes to sales . . . And while sensational, there's no trick to the sales results you get through WTAR-TV. This established VHF station has just what it takes plus the know how . . . maximum facilities, topnotch network and local programming, an audience of 325,000 homes and dominance of an area that covers the eastern half of Virginia (including Richmond) and all of northeastern North Carolina.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

length dimension (frequently half a wave length has been found sufficient), it is somewhat contradictory to read that at a frequency of hundred megacycles, accuracy required in the manufacture of the horns would be of the order of 1/000 inch.

A short calculation shows that a diameter of 1 inch corresponds to 12,000 megacycles, while a diameter of 100 inches would correspond to a frequency of 120 megacycles. Consequently, at 12,000 megacycles a deviation by 1/000 inch would correspond to a frequency change of 12 megacycles, which may be significant. However, at 120 megacycles, a deviation by 1/000 inch would correspond to a frequency change of only .012 megacycles which obviously is insignificant.

Since most of our television applications are in the vhf and uhf ranges, the permissible manufacturing tolerances are much higher than 1/000 inch which simplifies mass production of horns.

Thus it may well be said that at least for television transmission the G-Line is quite independent from manufacturers' accuracy.

Dr. Theodore Hafner
Surface Conduction Inc.,
New York

Useful and Helpful

EDITOR:

A note to once again express my interest and enthusiasm for the special Feature Film Section. It is a useful and most helpful unit of information which is excellent for continuous ready reference.

Also, someone had a fine idea when they included the Comparative Network Tv Showsheet in the Film Section release. I have made a special point of keeping these ever since BROADCASTING • TELECASTING began publishing them, and I find it very handy to keep them in this form. Thanks again for a most appreciated service.

Vincent Rowe
Ted Bates & Co., New York.

Valuable, Too

EDITOR:

. . . BROADCASTING • TELECASTING is far too valuable to us to miss a single copy, so this letter is just to let you know . . .

George LaRay, Prod. Mgr.,
Tri-State 16 M.M. Productions,
Pittsburgh

Godfrey Discovered

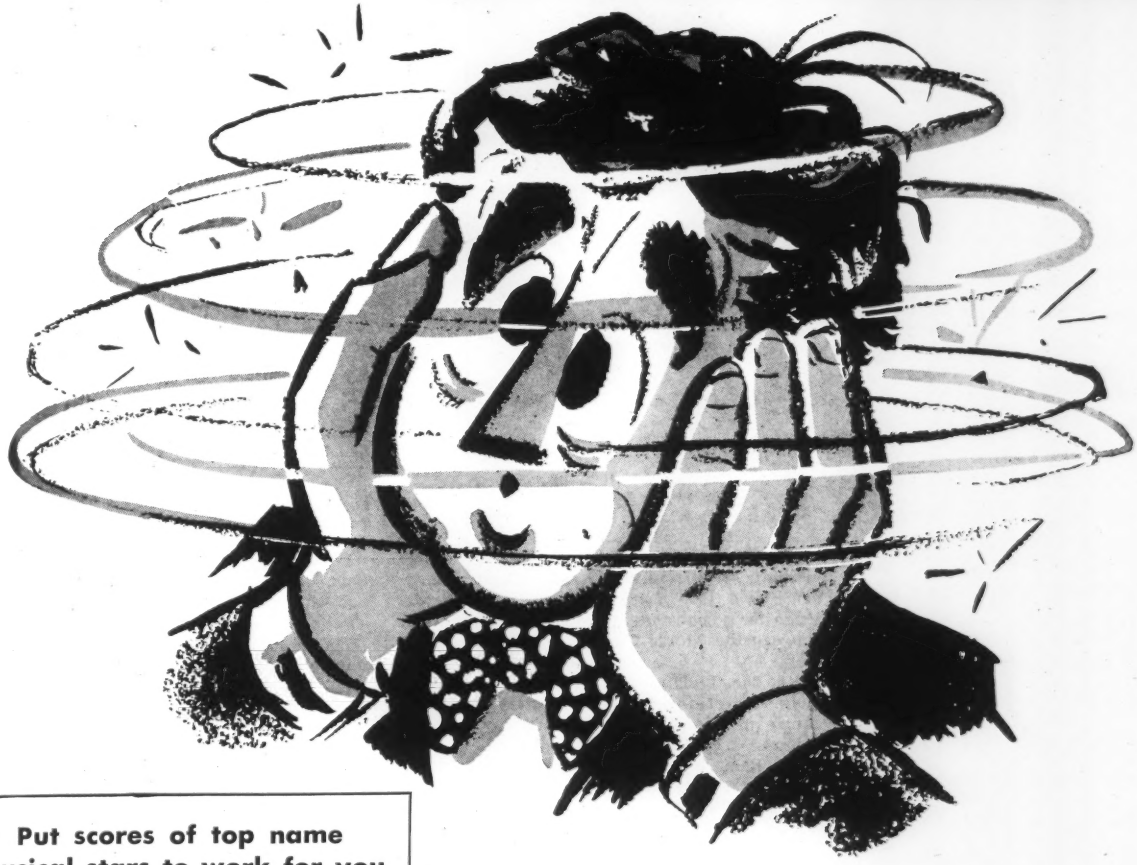
EDITOR:

To our colleague Arthur Hull Hayes out there in San Francisco, who is credited (according to B•T) with "discovering" Arthur Godfrey, greetings and congratulations on joining the club.

Mr. Hayes is in good company. Others who "discovered" Mr. Godfrey include 63.5% of all advertising men in Washington, D. C.; 43.99% of all cab drivers; 99.99% of all public relations men; and roughly 100% of all former radio employes who have left Washington. . . .

Here at WTOP, where Mr. Godfrey spent so many years, we claim nothing. We just keep the score.

Cody Pfanstiehl, Dir. of Prom.,
WTOP-AM-TV Washington,
D. C.



Put scores of top name musical stars to work for you

RALPH FLANAGAN

PEGGY LEE

NAT "KING" COLE

JUNE VALLI

LES BROWN

SUNNY GALE

To a TV sponsor who's going in circles

If rising production costs have got you in a spin, Studio Telescriptions offer you the miracle selling power of top name musical artists at an unbelievably low cost.

Throughout the country, stations in leading markets now offer programs built with Studio Telescriptions . . . the country's leading talent performing America's favorite music in hundreds of sparkling production numbers.

Check your markets for Studio Telescription programs and spot availabilities. Find out today how these high audience shows can help you get the most from your advertising dollars.

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

what's cooking in Coffeyville?

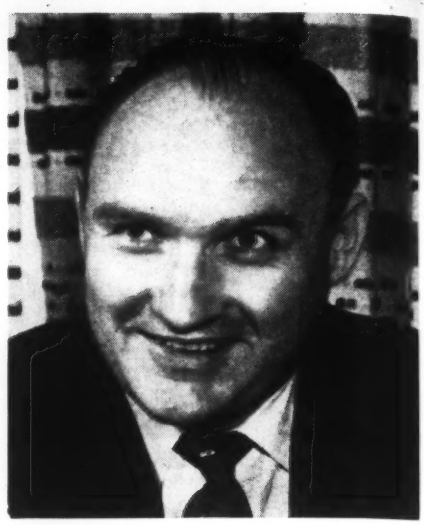
THE 11 COUNTY COFFEYVILLE TRADE AREA IS A MAJOR MARKET OF 256,000 PEOPLE. 40% LARGER THAN TULSA OR WICHITA.
OUR LATEST AREA SURVEY COVERING THIS TERRITORY REPORTS THAT KGGF HAS THE BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. TO 6:30 P.M.)
ALONG WITH THIS LOYAL HOME AREA AUDIENCE, THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI AND AND ARKANSAS WITH A POPULATION OF 2,750,000.

KGGF
690 KC ABC
COFFEYVILLE, KANSAS

WEED & CO., National Representatives

our respects

to PHILIP LINCOLN McHUGH



IN his recently-assumed post of vice president in charge of television and radio for the Campbell-Ewald Co., Detroit, Philip Lincoln McHugh is a constant cross-country commuter between the Motor City, Hollywood and New York.

But Mr. McHugh does not find the pace at all back-breaking. He has survived a 16-year career in broadcasting that started with the campus station at the U. of Notre Dame in South Bend in 1936, and extended to such far-flung locales as New York, Dallas, Nashville and various foreign sites during World War II duties.

During these years in radio and television, Mr. McHugh acquired a wealth of background and experience in production and direction of programs that stands him in good stead in coping with his present formidable duties.

Mr. McHugh was born in Denver on Nov. 15, 1917. He moved to Westchester County in New York when he was two years old. His parents, Mr. and Mrs. Philip M. McHugh, currently reside in La Feria, Tex.

Following his graduation from Iona Prep in New Rochelle, N. Y., he went to Notre Dame in 1936. There he received his basic training in broadcasting at the campus studios of WSBT. Until 1938 Mr. McHugh wrote, directed and announced several programs a week over the station.

After completing two years at Notre Dame and an adult education course in radio at New York U., Mr. McHugh joined CBS in New York in 1938 as an apprentice. He spent three months in research and new program ideas before he was promoted to the post of associate director on the CBS staff.

From 1939 through 1941, Mr. McHugh had the opportunity to acquire a well-rounded background as a director, acting in this capacity for a score of CBS sustaining shows, including the *Jack Leonard Show* and the *Gay Nineties Revue*. He also was associated with the Columbia Workshop productions and the CBS year-end documentary, *Twelve Crowded Months*, which he helped write in 1939.

At the outbreak of the war in Europe, Mr. McHugh was assigned the job of network operations liaison between the network operations department and the news department, and directed the European news roundups, both morning and evening, which were titled *World Today*. During this period he was assigned as associate director and CBS representative on several commercial programs, including *Arthur Godfrey* and *Hit Parade*.

In September 1941, Mr. McHugh left CBS on leave of absence to accept a commission in the U. S. Navy. Until his release from active duty in October 1945, he compiled an enviable service record, both of the on- and off-shore type. He is credited with having made the first combat recordings of the war aboard the *USS Zircon* at the site of the sinking of the *USS Jacob Jones* while serving as a public relations officer. From 1942 to 1945 Mr. McHugh was a naval combat officer in Atlantic waters.

Returning to CBS after the war, Mr. McHugh directed such shows as *Bouquets for You, The Janette Davis Program, Cinderella Inc., Let's Dance, America* and *Robert Q. Lewis*. He also assisted in developing *Sing It Again*.

Mr. McHugh's plunge into the agency side of the business came in February 1950 when he joined the Tracy-Locke Agency, Dallas, as radio-television director. In that capacity, he produced *Light Crust Doughboys* (with Hank Thompson) and the *Welcome Neighbor* show. Additionally, he was entrusted with the responsibility for supervising the seven-state southwestern radio-television campaigns for the Borden Co., Mrs. Baird's bread, Imperial sugar, Comet rice, Maryland Club coffee, Haggar slacks, Ireland's chili, King candy and Budweiser. It was during Mr. McHugh's tenure there that Tracy-Locke had the distinction of becoming the first agency in the Southwest to use and develop station ID announcements.

Mr. McHugh remained with Tracy-Locke until early this year when he went to Detroit to assume the post of head of the tv-radio department of Campbell-Ewald. He was elevated to vice president on Aug. 1 [B•T, Aug. 2].

Through Mr. McMugh and his staff, Campbell-Ewald places the CBS-TV news show with Bob Trout and Allan Jackson, the *Dinah Shore Show*, and also places tv on a local basis for the Chevrolet Dealers (except in New York), General Shoes and Rheem Mfg. Co. It was reported recently that the agency had signed for *Treasury Men In Action* for the Chevrolet Dealers. Mr. McHugh maintains his headquarters in the General Motors Bldg. in Detroit, though his busy schedule often takes him to New York and the West Coast. In the New York office of the agency, Don R. Benkhart works under Mr. McHugh's direction.

One pleasant interlude to Mr. McHugh's service in the Navy during World War II was an acquaintanceship with another naval officer, Ensign Alice (Sunny) Martens. They were married on March 18, 1943, in New York, in a ceremony that was hailed as the first wedding of naval officers during the war. They live with their daughter, Cynthia, 9, in a farmhouse in Bermingham, outside of Detroit.

Mr. McHugh is an aviation enthusiast and holds a private pilot license. His other hobbies are horseback riding and breeding and showing German shepherds.

Florida's Newest VHF Station

WJNO-TV

100,000 WATTS

WJNO-TV CHANNEL 5
America's Showcase Station

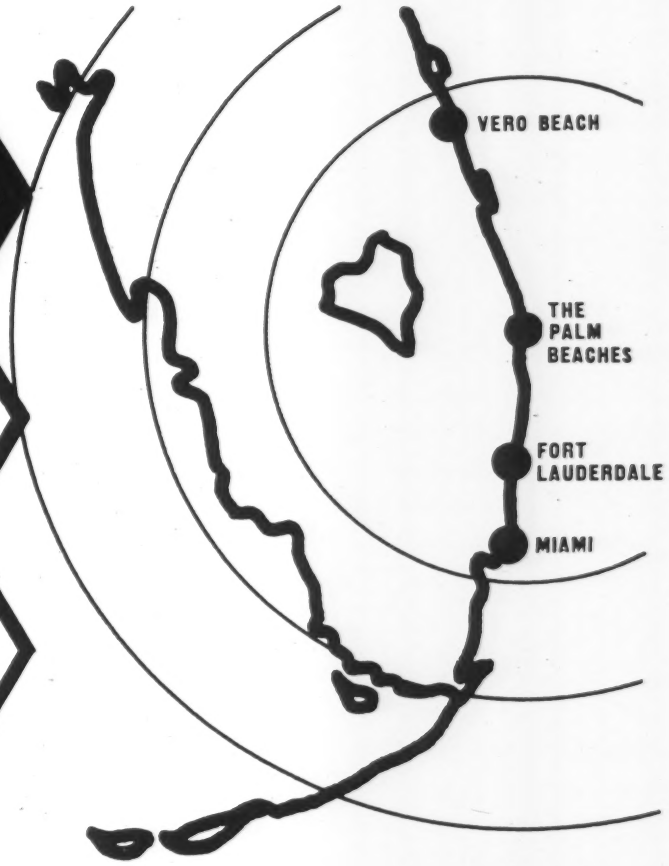
CHANNEL 5 - NBC PRIMARY AFFILIATE

NOW ON THE AIR!

serving . . . **MIAMI** and the **PALM BEACHES**
In AN 11-COUNTY AREA

POPULATION	932,465
FAMILIES	301,065
RETAIL SALES	$1,213,246,000
EFF. BUYING INCOME	$1,571,731,000

ALL MARKET DATA TAKEN FROM SALES MANAGEMENT, 1954



when it's southern florida you want . . . take 5

LOWEST COST PER THOUSAND FAMILIES IN THE SOUTH

Represented by

MEEKER TV, Incorporated

New York Chicago Los Angeles San Francisco

REGIONAL REPRESENTATIVE JAMES S. AYRES --- ATLANTA, GEORGIA

mighty moving experience

7:30-7:45 Morgan Beatty and News of the World
Sponsor: Miles Laboratories Inc.

7:45-8:00 One Man's Family*

Moving to NBC; Premiere Oct. 5 . . .
8:00-8:30 People Are Funny
Sponsor: The Gillette Co.; The Toni Co. Division & Mars Incorporated

8:30-9:00 Dragnet
Sponsor: Liggett & Myers Tobacco Co.

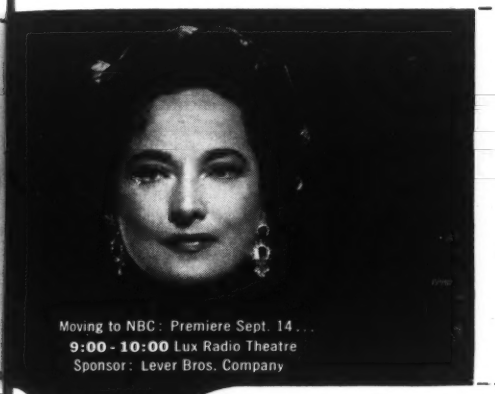
Speaking of *moving* . . . the big surge, the big shift is to NBC radio . . . where listeners are moved to laugh, to cry, to buy. Programs and sponsors are switching. More and more listeners are switching. It's all part of the new excitement on NBC this Fall!

Take Tuesday night . . . a great new day for radio. Two long-famous shows, Lux Radio Theatre and People Are Funny, are moving to NBC and bringing their fans with them. Other programs have been juxtaposed . . . to make Tuesday night one solid can't-leave-it-for-a-minute mass of entertainment.

Side by side, the seven programs below, *guarantee* audiences in the millions at a cost in pennies, for every Tuesday night advertiser. If you move fast, there are still one or two opportunities for you to join this great NBC evening. We suggest that you call your NBC representative *now*.

No wonder the big Tuesday night shift is to NBC Radio

a service of Radio Corporation of America



Moving to NBC: Premiere Sept. 14 . . .
9:00 - 10:00 Lux Radio Theatre
Sponsor: Lever Bros. Company

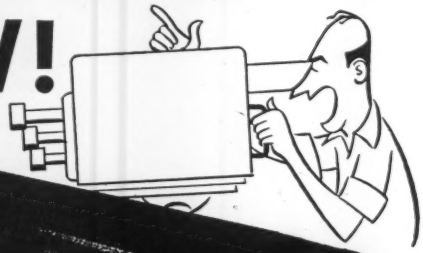
10:00 - 10:15 Fiber McGee & Molly**

10:15 - 10:30 The Great Gildersleeve

**Sponsored on other nights by The Gillette Co.; The Toni Co. Division, and Radio Corporation of America.
**Sponsored Tuesdays and other nights by Prudential Insurance Co. of America, Radio Corporation of America, Lewis-Howe Company, Carter Products Inc., Liggett & Myers Tobacco Co. Inc.

FIRST
IN RADIO!

NOW
FIRST
IN TV!



KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

GEORGE STANTON

on all accounts

DURING his score of years in the advertising field, George Stanton has bought and sold a list of prominent accounts which reads like a veritable Who's Who of blue chip advertisers.

Mr. Stanton recently was appointed media director in the Chicago office of Dancer-Fitzgerald-Sample, thus marking his return to agency circles after a stint in station representative pursuits.

Among the accounts he has serviced, large and small, are such names as Standard Oil Co. (of Indiana), Pillsbury Mills, Procter & Gamble, Swift & Co., Morton Salt, Parker Pen, Milk Foundation and the National Dairy Council.

George Francis Stanton got his first fling at agency work in the early '30s as a sort of apprentice at J. Walter Thompson Co., with experience in research and other phases. A native of Chicago (born Oct. 3, 1910), George attended Bryn Mawr grammar school, Bowen High, Crane Junior College, the U. of Illinois and U. of Chicago. He majored in advertising journalism.

Mr. Stanton received much of his grounding in 1935-40 at the old Blackett-Sample-Hummert, handling merchandising and consumer research for three and a half years and serving as assistant space buyer for 18 months.

In the first post, he worked on consumer surveys, setting up and maintaining check groups of grocery and drug sales for sales and premium tests. He also conducted original taste tests on Cheerios, Kix and Ovaltine.

In 1940 Mr. Stanton moved to McCann-Erickson, working in media for six years and account chores for five. He directed the purchase of all media for midwest accounts. Later as account executive and supervisor, he had overall charge of the day-to-day operation of the Standard Oil account.

After 11 years with the agency, Mr. Stanton transferred to the representative field, taking over as midwest television sales manager for Free & Peters Inc. There he worked with three salesmen on national spot sales for 17 stations and sold a list of agencies and accounts.

In his new post, Mr. Stanton is responsible for such accounts as Cory Corp., Ekco Products and the newly-acquired Pfaff Sewing Machine account, all of which have bought broadcast media at one time or another.

Mr. Stanton married the former Mildred Johnson. They live with their two children—George, 16, and Richard, 11—in suburban Flossmoor. Hobbies: golf and woodworking.

ON THE AIR

NEW, POWERFUL "11" IN GREEN BAY PACKERLAND

WMBV-TV

CHANNEL 11

EXCLUSIVE

NBC

FOR GREEN BAY-LAND, FOX RIVER VALLEY
and UPPER MICHIGAN

115,000 Watts To Dominate This NEW Market!

- Two-thirds of a million T-V hungry viewers are waiting for you to "Come Eleven"
- The ideal complement to your Chicago - Milwaukee coverage, WMBV offers a great new market without overlapping duplication

Radio-TV Park
Marinette, Wisconsin
Green Bay—508 S. Quincy
Whitefish Bay—842 E. Glen Ave.

National Representatives Geo. W. Clark, Inc.
New York - Chicago - Minneapolis - Los Angeles - San Francisco

It's tobacco auction time in North Carolina! Those cash registers are really ringing. And this is only one reason why North Carolina rates more firsts in recognized market surveys than any other Southern state.

Selling this big, buying market is no mystery. More North Carolinians listen to WPTF than to any other station.

WPTF

50,000 watts
680 kc

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NORTH CAROLINA'S NUMBER ONE SALESMAN IN THE SOUTH'S NUMBER ONE STATE

R. H. MASON, General Manager . *GUS YOUNGSTEADT, Sales Manager*

FREE & PETERS
National Representative

BROADCASTING TELECASTING

August 23, 1954 Vol. 47, No. 8

JONES TO HEAD TV PROBE; PLOTKIN MINORITY COUNSEL

Conservative Republican and liberal Democrat will be key figures in the Bricker investigation of television, set to begin Sept. 1. When Jones was FCC Commissioner and Plotkin FCC assistant general counsel, they had sharp differences which probably won't be settled by joint service for the Senate.

ANY DOUBTS about a full-scale Senate investigation of networks, their regulation by the FCC, their commentators and the overall tv allocations picture were dispelled last Thursday with the appointment of former FCC Comr. Robert F. Jones to head the inquiry and the imminent naming of Harry Plotkin, former FCC assistant general counsel, as a special staff member to represent the Democratic minority of the Senate Interstate and Foreign Commerce Committee.

While Mr. Jones' appointment had been predicted for more than a month [B•T, July 5], the selection of Mr. Plotkin had developed as a possibility only in the last few days. Chairman John W. Bricker (R-Ohio) announced Mr. Jones' appointment, effective Sept. 1. Mr. Plotkin, who was generally on the opposite side when both he and Mr. Jones were on the FCC, was tentatively offered the minority post by Sen. Edwin C. Johnson (D-Colo.), ranking minority member, and he is understood to have stated he would accept.

Counter Move

The third member of the investigatory group will be Nicholas Zapple, communications expert of the committee, who will be coordinator. Sen. Johnson had stated that if Mr. Jones were named, the minority would seek counsel to "offset" the former Ohio Congressman.

Mr. Plotkin himself was a controversial figure, exercising influence on FCC policies extending beyond the normal sphere of an assistant general counsel. Like Mr. Jones, he is now in private law practice in Washington.

Mr. Jones is a regular Republican and was identified with the Taft wing. Mr. Plotkin is a New Deal Democrat.

While details as to the manner in which the committee staff will function have not been evolved, and probably won't be until after Labor Day, it is probable that preliminary studies will go forward both in New York (at headquarters of the national networks) and in Washington (FCC). The staff will have power to subpoena records and witnesses, and it is possible that executive sessions will be held for the taking of depositions and preliminary testimony.

The investigation stems from a bill introduced early this year by Sen. Bricker. The proposed legislation relates to network regulation only, but the scope of the inquiry now encompasses the whole television allocations structure, FCC administration and related matters. In effect, the full committee proposes to take over the activity of the Potter Communications Subcommittee which had conducted a two-month inquiry into the plight of uhf.

With Mr. Jones on the committee staff it is logically supposed that he will seek to have the investigation extend to the entire television patent-licensing structure. This was one of his projects while on the FCC, but it was dropped as not properly within the Commission's jurisdiction. Then it popped up in the Dept. of Justice in anti-trust actions but was subsequently dismissed.

Although never formally mentioned by Sen. Bricker or committee staff members, it is considered a certainty that the role of radio commentators and analysts in influencing public opinion will play a part in the committee's inquiry. Sen. Bricker is still smarting from the "opposition" of certain commentators to his proposed constitutional amendment on treaty-making. And Mr. Jones, while on the FCC, on occasions battled with Drew Pearson, who had charged him with being identified with an extreme right wing group in Ohio—a charge that became an issue in Mr. Jones' confirmation hearing before the Senate.

Network policies on station affiliations—notably uhf's—also is seen as a major issue. Networks are not now licensed by the FCC. The present network-monopoly regulations deal with stations "affiliated with networks," rather than the networks as entities. Stations owned and operated by the networks, however, are subject to regulation on the same footing as independent licensees.

In almost every Congress since the advent of radio, there has been some discussion of how to regulate the networks without invading the forbidden field of censorship. Since the war and the flowering of television, the Hill sentiment has become more pronounced, hitting a high in the McCarthy-Ed Murrow controversy which terminated in CBS giving the Wisconsin Senator Mr. Murrow's *Seen It Now* time, and picking up the $7,500 tab on film cost.

Sen. Bricker, likewise, privately has been critical of Mr. Murrow's commentaries, but the network has backed Mr. Murrow. Because Mr. Murrow sits on the CBS board there has been some Congressional criticism that his views are those of the network's ownership.

At week's end, Mr. Plotkin was returning from a vacation trip to New Hampshire's White Mountains. His appointment was expected as soon as he conferred with Sen. Bricker.

Sen. Bricker also said that the investigation would be undertaken by the three-man staff during the remaining months of this year. They are to report their recommendations to the full committee early in January when Congress returned, he said. At that time, Sen. Bricker said, he would hold a full hearing on the subject of licensing radio and tv networks and reopen the uhf-vhf aspects recently aired before Sen. Charles E. Potter (R-Mich.) and his subcommittee [B•T, May 24 *et seq.*].

A bill (S 3456) to bring radio and tv networks under FCC jurisdiction was introduced by Sen Bricker last May [B•T, May 17].

Mr. Jones, who is also a former Congressman from Ohio's Fourth District (1939-47) was considered a particular foe of networks during his five years (1947-52) on the FCC. He also

LEFT TO RIGHT—IN MORE WAYS THAN ONE

MR. PLOTKIN

MR. JONES

bitterly criticized the FCC's 1952 Sixth Report and Order which ended the tv freeze (1948-52) as unfair to uhf.

The 41-year-old Mr. Plotkin was born in Athol, Mass., and was graduated *magna cum laude* from Harvard Law School in 1937. After a three-year stint with the Chicago law firm of Topliff & Horween, he joined the FCC in 1940. In 1942 he was made chief of the law department's litigation and administration division. In 1943, he was named assistant general counsel, still heading the same office. In 1948, he was appointed assistant general counsel in charge of the law department's broadcast division.

He resigned from the FCC in 1951 to become associated with the Washington law firm of Arnold, Fortas & Porter. (Thurman Arnold, Abe Fortas and Paul Porter, all staunch former New Deal officials). This was after the FCC was reorganized into bureaus, and engineer Curtis B. Plummer was named chief of the Broadcast Bureau.

Mr. Zapple, who has been the committee's broadcast expert since 1951, is a native of Jersey City, N. J. After war service in the Coast Guard he was a CAA trial attorney until 1949 when he joined the Senate committee.

During the time when both Mr. Jones and Mr. Plotkin served on the FCC, their relationship was less than cordial. It was known that Mr. Plotkin felt Mr. Jones was overly-critical of some broadcast practices. Mr. Jones, on the other hand, was understood to feel that Mr. Plotkin enjoyed too much influence in setting policy. This difference of opinion was apparent in the 1949-50 color hearings when Mr. Plotkin acted as Commission counsel.

Both Mr. Jones and Mr. Plotkin will be paid the top Capitol Hill salary for staff employes, $11,600 a year. They will be paid at that rate for as many months as they serve.

Mr. Jones refused to comment last Friday, following the announcement of his appointment. He said he would prefer that all announcements regarding the probe come from Sen. Bricker. He did say, however, that he was taking a leave of absence from his firm and will not participate in its fees. "This is a public service job which I have agreed to handle" he said, "and I intend to pursue it in that light."

BRICKER ANNOUNCEMENT

Following is the excerpted text of the announcement of the appointment of Robert F. Jones, issued last Friday.

"Sen. John W. Bricker (R.-Ohio), chairman of the Senate Interstate and Foreign Commerce Committee, today announced the appointment of Robert F. Jones, former Congressman from Ohio and former member of the Federal Communications Commission, to head the Committee's forthcoming radio and television network investigation.

"Sen. Bricker said Mr. Jones would assume his duties effective Sept. 1. Jones' appointment in connection with the tv-radio investigation was authorized by the committee at an executive meeting on August 4. Appointment of a second staff member to represent the minority will be announced in the near future, Sen. Bricker declared.

"Mr. Jones will coordinate the special radio-tv investigation with Nick Zapple, the Committee's communications counsel, the chairman stated. Results of the staff study will be presented to the full committee at the next session. Senator Bricker said it was his intention to hold hearings next year on the basis of the staff study.

"Sen. Bricker explained Mr. Jones and the committee staff will study the feasibility and practicability of pending legislation to place radio and tv networks under jurisdiction of the Federal Communications Commission, as well as the whole uhf-vhf problem on which the Committee's Subcommittee on Communications held extensive preliminary hearings in the past session under the chairmanship of Sen. Potter (R.-Mich.). . .

THE GIGANTIC COLOR SHOW: NEW STAGE IN TV EVOLUTION

The coming season looms as the costliest yet for television network advertisers. NBC-TV's 'spectaculars' and CBS-TV's 'extravaganzas' may usher in a new type of network operation. Some of the shows will cost $300,000 each.

THE ADVENT of color and the emergence of the "spectacular" or "extravaganza" type of network tv programming make it obvious that advertising budgets in the 1954-55 season will be the biggest in broadcasting history.

To some observers, the "uhf"—for ultra-high finance—productions in themselves could lead eventually to a type of network operation bearing little resemblance to the way the business is now conducted [CLOSED CIRCUIT, Aug. 16].

Not all agree that the super-super program will revolutionize networking. They do agree that it is leading to revolutionary costs, some of them ranging up to around $300,000 per show (for time and talent).

"With that sort of money at stake," one network official observed, "you can't afford to have a flop."

NBC-TV has scheduled three series of spectacular type shows; CBS-TV, two. Somewhat paradoxically, in view of the amounts of money involved, all five series have long since been sold out.

Every Fourth Week

Each of NBC-TV's will be presented every fourth week: the first will start Sept. 12, produced by Max Liebman and scheduled 7:30-9 p.m. EDT every fourth Sunday; another Max Liebman production will start Sept. 25 and will be presented 9-10:30 p.m. every fourth Saturday; the third series, produced by Leland Hayward will open up Oct. 18 and appear in the 8-9:30 p.m. spot every fourth Monday. The kickoff programs in each series will star Betty Hutton, Ann Sothern, and Ginger Rogers, respectively. Sunbeam Corp. and Hazel Bishop Inc. will sponsor the first 10 programs in the Sunday night series while Reynolds Metal Co. picks up the last three; Oldsmobile division of General Motors will sponsor the Saturday night spectaculars, and Ford Motor Co. and RCA those on Monday evenings.

CBS-TV's plans call for a "twin series" consisting of (1) once-a-month musical and variety "extravaganzas" to be called *Shower of Stars*, plus (2) dramatic shows in the intervening weeks, and an every-fourth-Wednesday series of dramatic plays and musical comedies under the title of *Best of Broadway*. Chrysler Corp. will sponsor the twin series, to start Sept. 30 in the Thursday 8:30-9:30 p.m. EDT period, while Westinghouse Electric Corp. will underwrite the series scheduled at 10-11 p.m. every fourth Wednesday.

In addition to these NBC-TV and CBS-TV regular series—all of which are slated for presentation in color with the possible exception of Chrysler's three-a-month dramatic programs—there is upcoming the electrical industry's *Light's Diamond Jubilee* program on Oct. 24. This is a two-hour production to be carried on all four national tv networks (as compared with General Foods' 90-minute, four-network anniversary program last March and Ford Motor Co.'s two-hour, two-network anniversary observance the preceding June).

Another big-budget one-time production on the horizon is a two-hour performance of "Macbeth," starring Maurice Evans and tentatively set for NBC-TV presentation under Hallmark greeting cards' sponsorship in November.

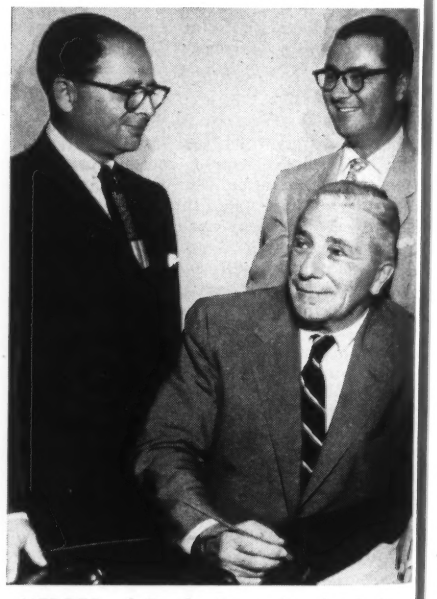
The NBC and CBS television networks are key exponents of the big production principle, though neither expects to expand its roster of spectacular-type productions—for the current season, at any rate.

ABC officials disavow any intention of getting into the high-high-cost production race, and DuMont authorities similarly indicate they will stick to the more conventional formulas.

One top executive at ABC said flatly he felt spectacular-type programs give television the flavor of motion picture theatre operation. "It's like looking at the sign on a moving picture house and deciding from that whether you want to go in," he said, contending that tv, like radio, fares best through week-in, week-out good programming that will draw viewers to their sets regularly without need for splashy promotion and lush expenditures.

Exponents of the spectacular, on the other hand, maintain with equal vigor that it is a type of programming that will strengthen ratings not only for that particular show but also for the shows around it, and that, among other benefits, it has a great merchandising potential and, through the publicity such big shows naturally attract, both in the trade and among viewers, will serve as effective added advertising for both the networks and stations as well as the sponsored products.

In reply to the latter claim, an opponent took



MERGER of Doyle Dane Bernbach Inc., New York, and Factor-Breyer Inc., Los Angeles [B•T, Aug. 2], is negotiated by (seated) Ned Doyle, DDB vice president; (standing l to r) Donald A. Breyer and Ted H. Factor, vice president and president, respectively, Factor-Breyer, now vice presidents of DDB.

THIRTEEN weeks of early morning *Frank Goss News*, which started Aug. 17 on Columbia Pacific Radio Network, was set with signing of contract in San Francisco by (l to r) Herman Harris, general manager of sponsoring Chemicals Inc., that city (Vano liquid starch, powdered bleach); Jack Donohue, manager, CBS Radio Spot Sales, same city, and Sidney Garfield, owner of Sidney Garfield & Assoc., S. F., Vano agency.

the position that "after a while the spectacular will become routine" and lose whatever additional publicity value it has now.

More agreement was found on the subject of talent costs: They're going up.

Both NBC-TV and CBS-TV are featuring top name talent on their big efforts—Helen Hayes, Frederic March, Ethel Barrymore, Betty Grable and Mario Lanza, among those set by CBS-TV, and Betty Hutton, Ginger Rogers, Ann Sothern, Frank Sinatra and Tyrone Power among those slated by NBC-TV.

Admittedly, stars of this stature don't come cheap, and officials note that the demand for higher pay also is being heard from lesser lights. One unidentified star who drew down $12,000 for a guest appearance a year ago is asking, according to a reliable source, $21,000 for a similar one-shot appearance these days.

Studebaker-Packard Ad Plans Uncertain

ADVERTISING plans for the merged Packard Motor Co. and Studebaker Corp. were reported still in the "uncertain" stage late last week following the consolidation of the companies on Tuesday.

Maxon Inc., Detroit, is the Packard Agency. During the past season the company used extensive radio and tv spot announcements and sponsored the *Martha Wright Show* (Sun., ABC-TV, 9:15-9:30 p.m. EDT). The program, on an eight-week summer hiatus, returns to ABC-TV in the same time slot on Sept. 12.

The agency for Studebaker is Roche, Williams & Cleary, Chicago. The company placed an extensive schedule of radio and tv spot announcements during the past season, and dealer organizations sponsored local radio and tv programs. A spokesman said there are no definite plans for the fall.

Though merger details have not been completed, a new company, Studebaker-Packard Corp., is expected to be set up within three or four weeks. James J. Nance, Packard president, will be president and chief executive officer of the new firm; Paul G. Hoffman, Studebaker board chairman, will be chairman, and Harold S. Vance, Studebaker president, will head the executive committee.

TIME BUYING ON THE INSTALLMENT PLAN

RESULTS of an experimental "pay-as-you-go" installment plan for radio and television advertisers were outlined at a news conference in New York last week by Leon P. Gorman, general manager of WABI-AM-TV Bangor, Me., and described as creator of the radio and tv sales concept.

Mr. Gorman, who voiced the belief that this represented the first attempt to adapt the installment technique to the radio and tv sales field, reported that over the past six months eight advertisers are participating in the plan on his stations, six of whom are new accounts and the other two old clients who have increased their expenditures. Billings for the eight advertisers amounted to more than $14,000, Mr. Gorman said, but he stressed that advertisers were hand-picked for the experiment, and no attempt was made to make the plan available to large groups of advertisers.

Starting today (Monday), the plan will be extended to any interested advertiser and the station will launch a vigorous sales campaign, according to Mr. Gorman. He expressed the belief that the installment technique will appeal particularly to those businesses which have used little or no radio and television advertising, as well as those who have been using the media on a seasonal basis. He explained that the latter category of sponsors might be persuaded to increase their budgets if they are given the opportunity to spread their payments over an extended period. He described the plan this way:

WABI-AM-TV have available to them $100,000 at the Merchants National Bank of Bangor. When salesmen approach an advertiser, they can offer him a 12-month campaign. The advertiser can choose his own campaign on a regularly-scheduled basis, seasonal or spot saturation. He signs a regular radio-tv contract plus a standard loan form from the bank and is given a payment book. He pays a stipulated amount monthly to the bank and is credited with the equivalent in time on either radio or tv or both at the stations, to be used at his discretion. The loan is deposited and discounted in the station account, and the station pays the interest rate for the loan.

Mr. Gorman said he felt the plan would aid the large as well as smaller advertisers, pointing out that the former are enabled to increase the amount of time without straining their budget because they can be assured of radio and tv campaigns "when they want them, where they want them and how they want them." He added that the "pay-as-you-go-plan" should draw more advertisers into radio and tv, because "like other installment plans, it puts advertising within the reach of everyone."

Gillette Sues Two For 'Be Sharp March'

GILLETTE Safety Razor Co. filed suit last week in Los Angeles Superior Court against Mahlon Merrick, composer of Gillette's "Be Sharp" radio-tv musical theme, stating Mr. Merrick did not have the right to use the composition without Gillette's permission. The suit asks $500,000 damages, but the primary purpose of it is to prevent its over-popularization with attendant parody versions such as featured use of NBC Radio's and NBC-TV's *Dragnet* theme, stated Leon Kaplan, Gillette attorney.

Co-defendant with Mr. Merrick is David M. Gordon, owner of Marlene Music Co. and Gordon Music Co. Mr. Gordon claims he received the right to publish sheet music from the composer and that he set recording dates for Gillette's "Be Sharp March." Mr. Merrick denies this, stating he merely gave Mr. Gordon the right to collect certain ASCAP royalties for him. However, both are named as defendants, although Mr. Kaplan says that an agreement has been reached with Mr. Merrick. The suit does not include RCA Victor, who recently produced a "Be Sharp" version for use by the Boston Pops Orchestra. An arrangement is being worked out with RCA, Mr. Kaplan states.

Bailey to Cohen As V. P.

ARTHUR A. BAILEY, former president of Ward Wheelock Co., Philadelphia, has joined Harry B. Cohen Adv., New York, as vice president and member of its account management group. The Ward Wheelock agency, of which Mr. Bailey had ben president for about three years, announced last spring that it would cease operations as a result of its loss of the Campbell Soup Co. account [B•T, April 5].

Piel Bros., Atlantic To Sponsor Eagles' Games

PLANS were announced last week by Piel Bros., Brooklyn, to co-sponsor all 18 games of the Philadelphia Eagles professional football schedule over 16 radio stations, with six of the contests to be simulcast over seven television stations. Co-sponsor is Atlantic Refining Co., Philadelphia.

Piel Bros. already is sponsoring a news show, spot announcements and a half-hour weekly television show, *Adventures of the Falcon*, over WPTZ (TV) Philadelphia.

Tareyton Campaign Launched

AMERICAN TOBACCO Co., New York, has launched four-week spot campaigns on radio and television to coincide with the introduction of the filter tip Herbert Tareyton cigarettes in various parts of the country, starting in New England yesterday (Sunday); New York, Sept. 7 and on later dates elsewhere. Television commercials on the new product will be used on *The American Tobacco Theatre* (NBC-TV, Mon., 9:30-10:30 p.m. EDT) and *Private Secretary* (NBC-TV, Sat., 10:30-10:45 p.m. EDT). Agency is BBDO, New York.

Citrus Test in Erie

FLORIDA CITRUS COMMISSION, in cooperation with the U. S. Dept. of Agriculture, is conducting an intensive four-week market test of frozen grapefruit sections in the Erie, Pa., area. Radio and television on the local WICU (TV) and WERC will play an important role in the survey, which is designed to evaluate the effectiveness of the promotion campaign and to measure consumer acceptance of the product.

EACH GAME of the 1954 World Series, to be broadcast exclusively by MBS [B•T, Aug. 16], will be preceded and followed on the network by a 15-minute warm-up and round-up program sponsored by Allstate Insurance Co. on behalf of its more than 2,000 agents in the U. S. and Canada. L to r: Virgil Reiter, Mutual midwest operations sales manager; Dave Ellis, Allstate vice president in charge of sales; H. E. Christiansen, president, Christiansen Advertising Agency, and A. E. Spottke, Allstate vice president in charge of public and industry relations.

SPOT NEW BUSINESS

Halogene Corp. (arthritic remedy), Newark, N. J., launching 26-week radio spot saturation campaign in dozen markets in East, South and Midwest, including New York, Cincinnati, Atlanta and Birmingham. Agency: Radio Adv. Corp. of America, Jersey City, N. J.

Richfield Oil Corp., L. A., is starting three-month tv spot campaign with 90 10- and 20-second spots on KNBH (TV) Hollywood and last week began four-week radio campaign with 2,061 one-minute, 30- and 20-second spots on 36 stations in seven western markets. Agency: Hixson & Jorgensen Inc., same city.

Miles California Co. (Alka Seltzer), L. A., Sept. 1 starts 11 spot announcements weekly, KNBH (TV) Hollywood, and similar numbers in Sacramento and San Francisco tv markets for rest of 1954. Agency: Geoffrey Wade Adv., Hollywood.

NETWORK NEW BUSINESS

Beltone Hearing Aid Co., Chicago, to sponsor alternate Tuesday programs of Gabriel Heatter's news show (MBS, Mon.-Fri., 7:30-7:45 p.m. EDT), starting Sept. 21. Agency: Olian & Bronner, Chicago.

General Foods Corp. (Jell-O), N. Y., to sponsor Mon.-Wed.-Fri. portions of *Breakfast Club* (ABC Radio, Mon.-Fri., 9-10 a.m. EDT), starting Sept. 20 and ending Oct. 1. Agency: Young & Rubicam, N. Y.

American Home Products Corp., N. Y., and **Carter Products Inc.,** same city, to sponsor *Name That Tune* (CBS-TV, Thurs., 10:30-11 p.m. EDT) on alternate weeks starting Sept. 2.

Quality Goods Mfrs. Inc. (Anson Inc., Providence, men's jewelry and Jacoby-Bender Inc., N. Y., watchbands) sign as third participating sponsor, *Stop the Music* (CBS Radio, Tues., 8:30-9:30 p.m. EDT).

Calgon Inc. (water softener), Pittsburgh, signs for sponsorship of 10-minute commentary by Galen Drake on CBS Radio (Sat., 10:45-10:55 a.m. EDT), effective Sept. 11. Agency: Ketchum, MacLeod & Grove, same city.

Block Drug Co. (Minipoo Dry Shampoo, Poslam Ointment and Alkaid), Jersey City, N. J., to sponsor five-minute across-the-board strip *It Happens Every Day* (MBS Mon-Fri.), starting early October. Agency: Emil Mogul Co., N. Y.

Tube Div., General Electric Co., Schenectady, N. Y., plans participations on *Today* (NBC-TV, Mon.-Fri., 7-9 a.m. EDT) starting in September. Agency: Maxon Inc., N. Y.

Pet Milk Co., St. Louis, to sponsor 10-10:15 a.m. segment of *Arthur Godfrey Time* (CBS Radio, Mon.-Fri, 10-11:30 a.m. EDT) on alternate days, starting Aug. 31. Agency: Gardner Adv., same city.

SPOT RENEWALS

Bowman Biscuit Co., Denver, renews *Liberace Show* for 26 weeks in 12 markets, announces Guild Films Co., N. Y. **LaClede Gas Co.,** St. Louis, renews program for 39 weeks in that city. Agencies: Ball & Davidson, St. Louis (Bowman), and D'Arcy, St. Louis (LaClede).

NETWORK RENEWALS

Skelly Oil Co., Kansas City, Mo., renews Alex Dreier news program on 30 NBC stations (Mon.-Fri., 7-7:15 a.m. CDT) and *This Farming Business,* same network and stations, (Sat., 7-7:15 a.m. CDT), each for 52 weeks effective Aug. 30. Agency: Henri, Hurst & McDonald, Chicago.

Dr. Thomas Wyatt renews *Wings of Healing,* institutional program of hymns and sermons, featuring himself, on ABC Radio (Sun., 2:30-3 p.m. EDT) for 52 weeks effective Aug. 22. Agency: Century Adv., Portland, Ore.

A&A PEOPLE

Joseph M. Waters, vice president in charge of sales and advertising, Clinton Foods Inc., Auburndale, Fla., additionally appointed executive vice president, Snow Crop division.

Edward L. Segrist, manager, Kansas City branch, Bozell & Jacobs, to Rogers & Smith, Potts-Turnbull, same city, as vice president and account executive.

Marvin Corwin, vice president and account supervisor, Benton & Bowles, N. Y., to Doyle Dane Bernbach, N. Y., as head of plans and television departments.

John O'Donoghue, advertising manager, Indian Head Mills Inc., N. Y., promoted to director of advertising and public relations; **John H. Thomas Jr.** succeeds Mr. O'Donoghue.

W. W. McMillen, Cincinnati district manager, Maxwell House div., General Foods Corp., N. Y., promoted to eastern regional sales manager.

Hal Roemer, midwest area field engineer, Hoffman Radio Corp., L. A., named Chicago district sales manager.

Gerry Colson, Zellerbach Paper Co., San Francisco, promoted to assistant advertising manager.

Henry A. Balke, Compton Adv., N. Y., to Mutual Life Insurance Co., N. Y., as advertising assistant.

Claude E. Davis, account executive, and **Dorothy E. Montague,** assistant account executive, production coordinator and media planner, Galen E. Broyles Co., Denver, appointed vice president and assistant treasurer, respectively.

Al Cirillo, formerly sports promotion director, Jacob Ruppert Brewery, N. Y., appointed vice president in charge of tv and public relations, Mahoney & Howard Inc., same city.

John C. Henry, promotion and publicity director, KXOK St. Louis, to Warner & Todd Inc., same city, as account executive.

Paul G. Conroy, Al Paul Lefton, N. Y., to Maxon Inc., Syracuse, as an account executive.

Arthur Bindrim, account executive, Paris & Peart, N. Y., to commercial div., Blaine-Thompson Co., same city, as merchandising and account executive.

H. L. Anderson, Concord Chemical Co., Moorstown, N. J., to Benham Adv., Philadelphia, as account executive.

John F. McKay, copy chief, Anderson & Cairns Inc., N. Y., promoted to creative director and head of creative plans board.

Raymond R. Rebhann, BBDO, N. Y., transfers to Hollywood office as publicity director.

S. B. Hayward, radio-tv director, James Lovick & Co., Montreal, transfers to Toronto office in same capacity.

Joseph A. Kilcullen to Doremus-Eshleman Adv., Philadelphia, as copy director.

Jack Stanley, copy dept., Factor-Breyer Inc., L. A., to Harvey Walman & Assocs., same city, as copy chief.

Republic Planning $3 Million Expansion

FINAL THIRD of its $3 million expansion program has been announced for Republic Studios by President Herbert J. Yates. The new facilities, including office buildings, technical equipment, cutting and projection rooms, are needed to handle the upsurge of motion picture and tv film production in addition to Republic's own increased filming schedule for 1954-55, he reported. Four sound stages, completed last year as part of the three-year program, bring the lot's total to 19.

An office building and a street are being constructed for Revue Productions, which has recently signed a five-year lease with Republic. At the present time Revue has six series before the cameras, *Adventures of Kit Carson, City Detective*, CBS-TV's *Ray Milland Show* and *General Electric Television Theatre*, ABC-TV's *Pepsi-Cola Playhouse* and an anthology series for Heinz Soups.

Studio City Television Productions, a Republic subsidiary, has just completed 26 films in *Stories of the Century*. Preparing to shoot an additional group for the series, it also has *That's Hollywood* on the upcoming schedule. Guild Films, which has just finished 26 *Joe Palooka* films, is taking a brief hiatus before starting the next 26 films.

Values of Syndication, Film Extolled by Savin

AT A MEETING in Hollywood last week of the Motion Picture Industry Controllers, Lee Savin, executive vice president of United Television Programs, declared "Film as a meduim and syndication as a vehicle are the only places where tv programming can expand." Tv film gives an advertiser the highest ratio of sales per tv dollar. And, he added, "syndication gives every sponsor, local, regional or national, an opportunity to get his share of the 66.7% of impulse purchases that occur in mass purchasing outlets. Getting a good share of this percentage of impulse sales can be controlled through proper use of tv on a market by market basis."

MR. SAVIN

Explaining the trend of national sponsors to spot their markets and time periods is on the increase, he said, after the sale of the tv film series is concluded, the job of service is only beginning. "We must continue to give service and more service, promotion-wise, merchandising-wise and product-wise," he added, "so that we can complete the important job, that of selling the sponsors' products."

'Sanctum' Becomes Eighth NBC Film in 100 Markets

INDUSTRY-WIDE record was claimed last week by the NBC Film Div. in announcing that, with the sale of *Inner Sanctum* in its 100th market, the division currently has eight tv film series running in 100 markets or more.

Carl Stanton, vice president in charge of the division, said this is the largest number of series sold in 100 or more markets by a single syndicator. Other properties sold in more than 100 markets, he added, are *Dangerous Assignment* (171); *Badge 714* (166); the hour-long *Hopalong Cassidy* (146); *Paragon Playhouse* (134); *Captured* (118); *Victory at Sea* (111), and the half-hour *Hopalong Cassidy* (106).

"In sharp contrast to the current wave of price cutting and short-term deals, which threaten the foundations of the film syndication business," Mr. Stanton declared, "this record substantiates our original premise that advertisers and stations pay for value received: top quality programs distributed by an established syndicator, who also provides the many services required to build local audiences and product sales."

Stars Will Gain Ownership Through Synd. Tv—Krasne

INCREASED USE of syndicated tv as a vehicle for stars to secure stock ownership in a film business was predicted by Philip N. Krasne, president of United Television Programs, when he addressed the monthly luncheon meeting of an informal gathering of motion picture and tv accountants in Hollywood last week. The banks, he pointed out, now appreciate the soundness of such ventures.

"A pattern exists where an independent tv operation, properly established with a sound property and a star can borrow money based on the distributor's guarantee of ultimate grosses," he declared. A convincing factor, he added, is that distributors now make firm contracts with stations for 52 weeks and that such contracts are almost 100% collectable.

Citing UTP's *Lone Wolf* series as an example, Mr. Krasne revealed a corporate set-up was worked out with star Louis Hayward. They obtained a commitment from the Chemical Bank & Trust Co. of between $750,000 and $1 million for production, with Mr. Hayward and Gross-Krasne Inc. supplying the balance. Before they drew on the bank loan for the second group of 13 films, he said, "UTP already had contracts in existence to cover the total bank loan. Thus when the production unit called on the bank for finances for the third group of 13 films, the bank in effect was only factoring already existing firm contracts."

Lone Wolf is sold in nearly 100 markets, he concluded, and "is just reaching the prime of its distribution."

'Three Lives' Sales Hit 178; 97% Renew

TOTAL sales of Ziv Television Programs' *I Led Three Lives* have reached the 178 mark, with 97% or 133 of the markets carrying the program having renewed for a second year, it was announced last week by M. J. Rifkin, vice president in charge of sales for Ziv Tv.

Among the large renewal orders achieved during the past week, Mr. Rifkin said, was a nine-station purchase by Pfeiffer Brewing Co., Detroit, through Maxon Inc., Detroit. Markets bought by Pfeiffer are Detroit, Toledo, and seven cities in outer Michigan, Ohio and Indiana.

One sidelight to the program, cited last week by Ziv Tv, is "a sky-rocketing demand for the services of Herbert A. Philbrick as a lecturer." It is reported that Mr. Philbrick, who is the former FBI counterspy upon whose experiences the series is based, is booked for more than 20 speaking engagements from Sept. 21 through Nov. 18.

PRODUCTION of Television Programs of America Inc.'s new film series, *Captain Gallant of the Foreign Legion*, is worked out by Milton A. Gordon (r), TPA president, and Buster Crabbe, star of the program. The series is being filmed on location at Foreign Legion headquarters at Sidi bel Abbes, North Africa.

Ziv's 'Corliss Archer' Sold to 70 Advertisers

TOTAL SALES on the new Ziv Television Program show, *Meet Corliss Archer*, have reached 70, it was reported last week by M. J. Rifkin, vice president in charge of sales.

Most recent sales, he said, were to Nash Coffee for Sioux Falls and Fargo, S. D.; Oscar Mayer Meat Packers for Madison and Davenport, Iowa; Kroger's Stores for Cincinnati and Peoria; Renuzit Home Products Co. for Baltimore; Peter Hand Brewing Co. for Chicago, and Safeway Stores, for Washington and Harrisonburg, Va.

Natl. Biscuit, Harvester To Sponsor 'Halls of Ivy'

JOINT tv sponsorship of *Halls of Ivy* by the National Biscuit Co. and International Harvester Co. is final and the program will make its debut on CBS-TV Oct. 19, it was announced last week [AT DEADLINE, Aug 19].

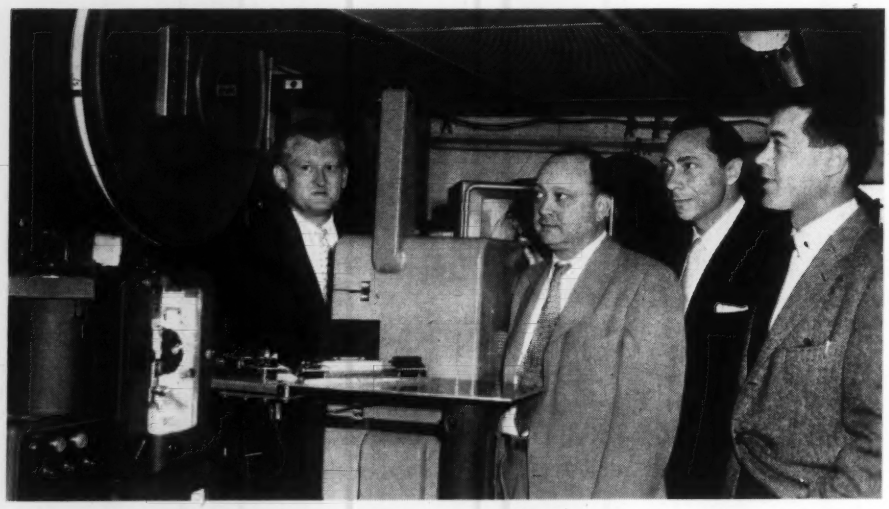
The program, a Television Programs of America (TPA) series, will fill the Tuesday 8:30-9 p.m. EST period on the network and will star Ronald Colman and his wife, Benita Hume. Both starred in the radio version.

McCann-Erickson, New York, is the agency for National Biscuit, and Leo Burnett Co., Chicago, for International Harvester.

Syndication Firm Set Up For 'Mr. & Mrs. North'

A NEW firm, Advertisers' Television Program Service Inc., to syndicate the half-hour *Mr. & Mrs. North* tv film series was announced last week. The 57-episode comedy-mystery films star Barbara Britton and Richard Denning and are produced by John W. Loveton.

Maurie H. Gresham, formerly with Motion Pictures for Television, is vice president of the new distributing company which will head-



WATCHING THE preparation of the first commercial use of RCA's 3-Vidicon multiplex color film projector as it made its debut on *My Favorite Story* over WNBT (TV) New York Aug. 16 are (l to r): Hamilton Shea, general manager, WNBC-WNBT New York; Jim Bealle, program developer, BBDO; M. J. Rifkin, vice president in charge of sales, Ziv Tv Programs Inc., and Stan Parlan, NBC color film consultor. Also used for the first time Aug. 16 was 35mm color film on a regularly-scheduled program. Ziv's motion picture "The Empty Holster" was chosen as the film. Schaefer beer was the sponsor and BBDO its agency.

quarter at 9100 Sunset Blvd., Hollywood. Charles C. Alsup is western sales manager. Mr. Gresham said plans call for offices in New York and in the South. KTTV (TV) Los Angeles already has signed for the series, he said.

FILM SALES

United Television Programs Inc., Hollywood, sells *Where Are You,* produced by **Bing Crosby Enterprises Inc.,** L. A., to Bekins Van & Storage Co., L. A., for sponsorship in Los Angeles, San Francisco, Seattle, Portland, Spokane, Omaha, Dallas, Phoenix, Tucson, Boise, San Diego and Denver markets. Agency: Brooks Adv. Agency, Hollywood.

Greatest Fights Inc., N. Y., announces sale of *World's Greatest Fighters—In Action* and *The Big Fight* in 65 markets including New York, Los Angeles, Philadelphia, Boston, Baltimore and Washington.

CBS-TV Film Sales, N. Y., reports *Amos 'n' Andy* tv film series sold to WLBC-TV Muncie, Ind., KVDO-TV Corpus Christi, Tex., WCBS-TV New York and KSWS-TV Rosewell, N. M.

TeeVee Co., Beverly Hills, Calif., announces sale of *This is Charles Laughton* to WKAR-TV East Lansing, Mich., WHA-TV Madison, Wis., KUHT (TV) Houston, KQED (TV) Berkeley, Calif., KTHE (TV) Los Angeles and WCET (TV) Cincinnati, all educational stations.

FILM DISTRIBUTION

Guild Films Co., N. Y., announces distribution in late September of 26 half-hour *Conrad Nagel Theater* film series produced by Andre Luotto Productions, same city. Series includes adaptations of stories by leading contemporary writers and outstanding past authors.

Atlas Television Corp., N. Y., announces *Hollywood to Broadway,* tv film series featuring scenes from current motion pictures, ready for distribution with plans to distribute in markets where the motion pictures are being released.

Louis Weiss & Co., L. A., added 30 hour-long silent western features to film library available for immediate tv release.

FILM PRODUCTION

Screen Gems Inc., Hollywood, filming in color "Magic Formula" for NBC-TV *Ford Theatre,* with **Claudette Colbert** making tv film debut; **Michel Kraike** and **Fred F. Sears** are producer and director, respectively, of film based on original script by Marianne Mosner. Recently completed by Screen Gems for *Ford Theatre* were "Summer Memory," with **James Barton,** and "The Road Ahead," with **Rory Calhoun,** both actors making tv film debuts.

RANDOM SHOTS

Cine-Tel Associate Productions established in New York with John P. Ward as president, for production of industrial, public relations and sales training films, tv packaging and tv film distribution.

Telecine Recording Studios Inc., Park Ridge, Ill., changes corporate name to **Telecine Film Studio Inc.** to encompass film operation.

FILM PEOPLE

William Veneman, formerly national sales manager, KABC-TV Los Angeles, to sales staff, Television Programs of America, N. Y., as account executive with headquarters in San Francisco.

Mickey Dubin, formerly vice president in charge of sales and client relations, Robert Lawrence Productions Inc., N. Y., to MCA TV Ltd., same city, in sales capacity.

Milton A. Gordon, president, Television Programs of America, N. Y., to speak on "Motion Picture and Television Programming Financing" as part of panel on "Secured Commercial Financing" at annual convention of Commercial Finance Industry Oct. 11-12 in New York.

Thesaurus Sales Average $5,117 for Station—RCA

THE AVERAGE radio station subscribing to Thesaurus transcribed shows has an annual local time sales income of $5,117, RCA Thesaurus reported last week after a survey of stations using its service.

RCA Thesaurus said its survey revealed total national time sales, minus talent fees, come to $2,632,300. Included is the income from special shows such as bonus script programs, holiday offerings and the annual Christmas package. The firm said sales of its 1,800 singing commercial jingles were important factors in boosting the overall figures.

Other survey data: (1) more than a half-million Thesaurus programs, or more than 10,000 per week, are broadcast in the U. S. and (2) *The Wayne King Serenade* tops Thesaurus' roster of 31 programs, followed by *Music by Roth, The Hour of Charm, The Sammy Kaye Show, The Freddy Martin Show* and *Date in Hollywood.* The survey found 399 radio stations using the Wayne King program with the five other leading programs having similar usage, according to the firm.

Photo-Voice Recording Service Launched By INS

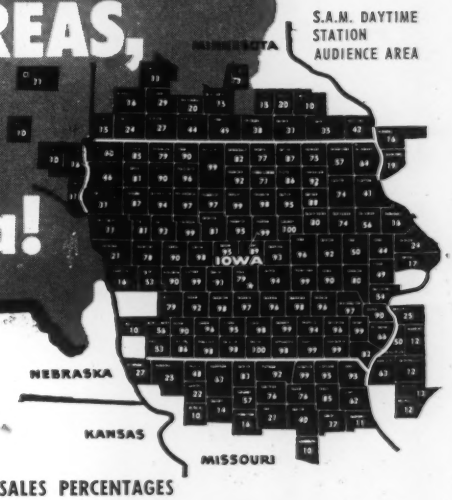
NEW SERVICE under which news photos and actual voice recordings of the news personality photographed are transmitted simultaneously was launched in Washington last Wednesday by the INS facsimile network for television stations, with Vice President Richard Nixon participating as the first subject.

The occasion also marked the first regular direct transmission of news photos from Washington on its newly-opened tv facsimile circuit there. INS began transmission of news photos on facsimile about two years ago in New York. The same system of voice recording and transmission will operate from New York, according to Seymour Berkson, INS general manager, and will be installed in other INS facsimile transmitting stations throughout the United States and eventually abroad.

Edwin Stein, editor of INS photos, and Dewey Frezzolini, chief electronics engineer, supervised plans for the inaugural program.

SOUND INTERVIEW facsimile service was opened Wednesday in Washington by International News Photos with Vice President Richard M. Nixon examining the first facsimile transmission, including a photo of himself. With the Vice President are Walt J. Bordas (c), Washington bureau manager, and Edwin C. Stein, INP editor.

Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!



Iowa has six Metropolitan Areas which, all combined, do 32.8% of the State's Retail Sales, as shown at the right.

Quite a number of radio stations can give you high Hoopers etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

RETAIL SALES PERCENTAGES

5.4%	Cedar Rapids	
4.2%	Tri-Cities	
11.4%	Des Moines	
2.9%	Dubuque	
4.6%	Sioux City	
4.3%	Waterloo	
32.8%	TOTAL METRO. AREAS	
67.2%	REMAINDER OF STATE	
100.0%		

(1954 Consumer Markets figures)

At 9 a.m., WHO gives you 74,526 Actual Listening Homes for only $47.50 (15.7 LISTENING HOMES per PENNY!)

According to the authoritative 1953 Iowa Radio-Television Audience Survey, 74,526 homes *all over Iowa* are actually tuned to WHO at 9 a.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 15.7 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking,* here at WHO. Ask Free & Peters for all details!

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

Something to

ng to "Carroll" about!

Now... Minute Commercials—coast-to-coast—

in peak morning time for as low as $1,300 a message

Listeners this fall are going to have a lot to carol about when "Story Time," starring gifted actress Madeleine Carroll, will be presented 5 days a week from 10:35 to 11:00 AM over Mutual, the network for Radio-PLUS.

This is dramatic news for millions of housewives, but even more so for advertisers throughout the nation.

Why so dramatic? Simple: You see, the Madeleine Carroll show brings to *daytime* radio the successful, proven formula—top-flight dramatic shows plus low-cost flexible purchases—that has made Mutual's evening Multi-Message Plan the most popular, most widely sold participation plan in network radio.

And now here's a brief run-down on Mutual's new daytime Multi-Message Plan...

THE TIME: Monday through Friday, 10:35 to 11:00 AM. A time deliberately selected to reach millions of housewives and help them make up their minds while they're making up their marketing lists—*and timed when TV competition is at a minimum!*

THE PLACE: "Story Time" has been carefully placed in a solid commercial program block—preceded and followed by full-network commercials. It will be heard over the more than 500-station Mutual Network — over 300 located in markets that TV and other media sparsely penetrate.

THE GIRL: Madeleine Carroll...star of radio, television, films, and theatre...doubles as storyteller and leading actress in "Story Time."

It's a listener-winning combination. Last year when Miss Carroll and her talented cast were presented in the evening, ratings jumped 20%.

THE OPPORTUNITY: Never before have national advertisers been offered morning participations on Mutual. Never before, on any network, have they been offered participations in a name-star dramatic vehicle...in a longer than fifteen-minute show...in *such early* morning time. Priced as low as $1,300 a participation, for time and talent, Mutual's morning Multi-Message Plan has been designed to duplicate the proven success of the evening participation formula.

Because we can only accommodate one product of a kind, you'd better hurry — if you want to "Carroll" with us!

MUTUAL Broadcasting System

THE RADIO NETWORK FOR ALL AMERICA— A SERVICE OF GENERAL TELERADIO, INC.

PHONE:
NEW YORK • LO 4-8000
CHICAGO • WH 4-5060
LOS ANGELES • HO 2-2133

Depends on Box Office

THE TILL at the box office will be the determining factor on whether symphony concerts will be common fare on theatre screens using closed circuit television. The opening performance of the New York Philharmonic Symphony Oct. 7 will be fed to some 22 theatres with more expected by Dor Theatre Television in the future. Dor's president, Edmund Dorfman, said local promotion will accompany the telecast performance. Symphony performances from Boston and Philadelphia, for which Dor, a New York firm, holds an option for a number of years, will be included should the initial telecast prove profitable. Dor is asking for a straight 45% of the box office. Conductor and soloists receive $1,000 extra each for the closed circuit performance and musicians get an extra $38.50 each. The National Federation of Music Clubs is giving official recognition to the premiere telecast as a "sponsor."

23 Theatres to Carry Fight, More in Prospect, TNT Says

TWENTY-THREE theatres had accepted terms as of last week for closed circuit telecast of the Rocky Marciano-Ezzard Charles heavyweight championship bout to be held Sept. 15 at Yankee Stadium, with expectations that the total number of theatres will be higher than 70, according to Theatre Network Television Inc.

TNT's total was announced only a few days after negotiations for the telecast was begun. The first Marciano-Charles fight, shown in 61 theatres last June 17, broke all records in the closed circuit field, TNT asserted.

For the fight telecast, TNT is asking theatres for 50% of box office receipts.

At the same time a spokesman for national theatres in Hollywood said TNT canceled $200,000 worth of orders for equipment which reportedly was to have been used to televise the fight in 16 cities. TNT would neither confirm nor deny the reported West Coast cancelation.

LONG-TERM $91,000 contract for use of Clubtime Productions Inc., Hollywood, format of voice tracks by recording stars to introduce their numbers is formalized by Larry Buskett (l), now Clubtime executive vice president and previously general sales manager, KLAC Hollywood, and his former boss, M. W. Hall, KLAC president and general manager.

TvB SALES PROMOTION PLAN RATIFIED; JOINT GROUP PLANS SEPT. 2 MEETING

NARTB's Tv Board and TvAB both approve merger plan in mail ballots. Formal debut of all-industry advertising bureau will be in charge of temporary board meeting scheduled in Chicago. Membership and dues structure to be reviewed when permanent board is formed.

TELEVISION's all-industry sales promotion project (Television Bureau of Advertising Inc.) has been ratified by its two sponsoring groups —NARTB Television Board and Television Advertising Bureau (TvAB).

NARTB's Tv Board members approved the merged promotion bureau in a mail ballot, according to Clair R. McCollough, Steinman Stations, who is Tv Board chairman. Friday was deadline day for the referendum.

TvAB's Executive Committee also approved the project in a similar ballot, according to a telegram sent Mr. McCollough by Richard A. Moore, KTTV (TV) Los Angeles, TvAB committee chairman. TvAB thus winds up its short but exciting career.

With ratification of the new TvB project by the directing boards of the two founders, formal steps can now be taken to set up the independent advertising bureau organization during the autumn timebuying season. Messrs. McCollough and Moore were co-chairmen of the 10-man group that drew up the TvB merger format.

The 10-man group, acting as a temporary board, will meet in Chicago after the NBC-CBS affiliate meetings starting next week. The organization meeting will be held Sept. 2 in the Blackstone Hotel.

Mr. McCollough said ratification of the merger plan removes formal obstacles to creation of TvB. He will meet Monday in New York with Thad Brown, NARTB Tv vice president and counsel, to work out charter details with attorneys. A Delaware corporation will be formed. Basic details, including by-laws and line of authority, have been worked out. The charter is being handled by the law firm of Paul, Weiss, Rifkind, Wharton & Garrison.

NARTB has withdrawn from TvB now that its Tv Board has ratified the merger, except for routine assistance. The all-industry concept of an independent tv sales bureau was developed by NARTB in December 1952. In the intervening period its staff has worked out a complete operating format designed to match the promotion agencies operated by competitive media.

When the 10-man temporary board, equally representing NARTB and TvAB, meets in Chicago it will direct formation of a board of directors and consider details of membership and the dues stucture. From that point there will be fast action, according to Mr. McCollough. Two of the first acts will be opening of a New York headquarters office and selection of a committee to scan the field of candidates for the top executive post at TvB. A long list of candidates will be available to this committee.

The functional lineup of the bureau has been completed though the new board will likely review the NARTB staff recommendations as approved at the merger meeting in Washington Aug. 5 [B•T, Aug. 9]. A tentative $400,000 annual budget has been voted.

Members of the 10-man temporary board of TvB who will meet in Chicago are Messrs. McCollough and Moore; Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenneth Carter, WAAM (TV) Baltimore; Merle S. Jones, CBS-TV; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Roger W. Clipp, WFIL-TV Philadelphia; L. H. Rogers, WSAZ-TV Huntington, W. Va.; George B. Storer Jr., Storer Broadcasting Co., and Henry W. Slavick, WMCT (TV) Memphis.

Last week's ratification of the TvB merger winds up the four-month career of TvAB, a project that started in late April with backing of Station Representatives Assn. Interest developed quickly and a membership-organization meeting was held May 24 during the NARTB Chicago convention. At that time over 100 stations indicated intent to join TvAB.

NARTB continued with its long-range promotion plan, insisting that an advertising bureau could not be set up unless all facets of the medium were included. TvAB, on the other hand, excluded networks except by participation of network-owned stations. Merger efforts developed after the NARTB Tv Board decided at its June meeting to go ahead with its promotion plans despite TvAB, emphasizing that it also would continue work on an independent tv set census and circulation project.

The merger move led to a June 30 meeting of NARTB and TvAB representatives in Washington. They agreed to merge their plans and then ratified the whole project at the Aug. 5 meeting.

AAAA Sets Dates For Regional Meets

ADVANCE information on dates and places of fall regional conventions was announced last week by the American Assn. of Advertising Agencies.

First of the season will be the AAAA Pacific region annual meeting held for member agencies west of the Rockies Sept. 26-29 at the Hotel Del Coronado, Coronado, Calif. Ross H. Ryder of Ryder & Ingram Ltd., Oakland, Calif., who is chairman of the Pacific region, is in charge of program plans.

The 4 A's Central region convention, set Oct. 14-15 at the Hotel Drake, Chicago, includes the area between the Rockies and the Alleghanies, excepting Alabama, Michigan, Ohio and Pittsburgh. Hal R. Keeling of Keeling & Co., Indianapolis, chairman of the Central region, is head of the convention committee.

The Eastern annual conference for AAAA New York, New England and Atlantic councils will be held Nov. 22-24 at the Roosevelt Hotel, New York, with Donald K. Clifford, of Doherty, Clifford, Steers & Shenfield, chairman, New York council, in charge.

The East Central region convention for Michigan, Ohio and Pittsburgh members will be held in Detroit in late October. Exact day and location are still to be announced.

Sweeney Advises Stations: Treat Sales Staffs Well

RE-EVALUATE your sales organizations, station managers were advised by Kevin Sweeney, president, Broadcast Advertising Bureau, to be sure there are enough salesmen to cover the territory, that these salesmen are properly trained and equipped with sales ammunition, and that they are properly compensated for their work.

Mr. Sweeney spoke at a luncheon meeting of the Southern California Broadcasters Assn., held in conjunction with BAB's Los Angeles Clinic

Of All TV Stations in the Fabulous Puget Sound Area

Only KTNT-TV

CHANNEL 11

COVERS ALL FIVE IN ITS "A" CONTOUR

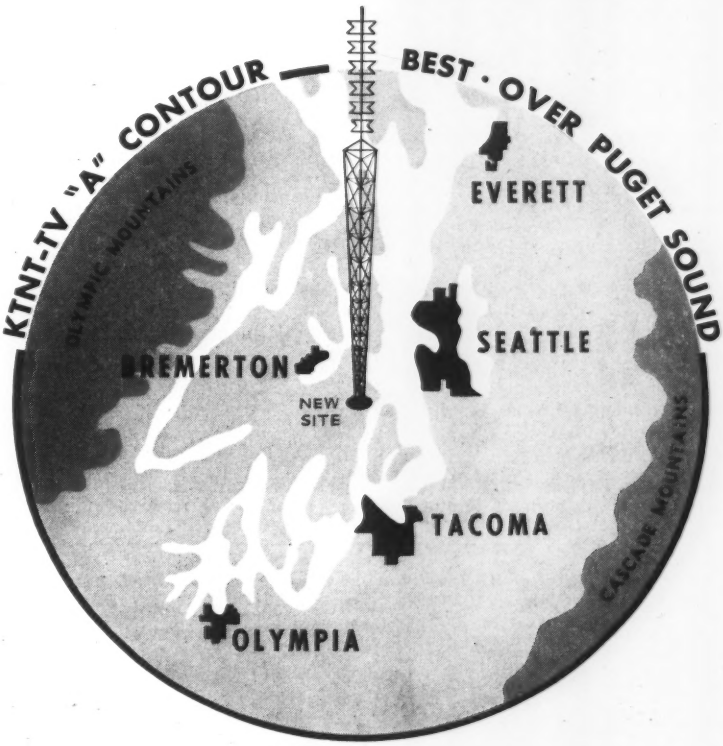
SEATTLE: Seattle is now the 17th city in the United States and is the largest city in Washington. It is located 7 miles across Puget Sound to the east and north of KTNT-TV's new 316,000 watt transmitter site. Seattle residents constitute approximately one third of KTNT-TV's market population.

TACOMA: Home city of license of KTNT-TV, Tacoma is located 12 miles south and east of KTNT-TV's new transmitter. It is the dominant industrial area of Pierce County which is the second most populous county in the state.

BREMERTON: Bremerton, famous naval base of the Pacific Northwest, lies west of Seattle across Puget Sound. It is located in Kitsap County, the same county in which the new KTNT-TV transmitter site is located.

OLYMPIA: Capital of the state, this famous early Washington settlement lies at the southern end of Puget Sound. Its beautiful government buildings are a tourist attraction for the thousands who visit the Puget Sound country each year.

EVERETT: The northernmost city of "Middle Puget Sound", Everett is one of the centers of pulp and paper production in the Pacific Northwest. It has steady industrial payrolls for its people.



KTNT-TV

CHANNEL 11 • NOW 316,000 WATTS

Antenna Height 1000 Ft. Above Sea Level

CBS

For the SEATTLE — TACOMA — PUGET SOUND AREA

DUMONT TELEVISION NETWORK

"A" Contour Population Over 1,200,000

CONTACT WEED TELEVISION

Aug. 12, where he also suggested that station managers not follow the pattern of their competition too closely.

Two satisfied radio advertisers also told the meeting how and why they use the medium. Hy Freeman, promotion director, Hunts Foods Inc., Fullerton, Calif., stated new Hunts tomato sauce jingle, sung by Peggy King, had gained such popularity among listeners that some were calling stations to request plays.

George M. Eastman, president and general manager, Standard Federal Savings & Loan Assn., Los Angeles, revealed his firm, which concentrates its advertising budget in broadcasting, will increase business an estimated 70% by the end of the year.

Norman Nelson, BAB director of national promotion and former SCBA managing director, spoke briefly on his experiences since assuming his present duties.

Sherlie Arney Dies; Wife of NARTB Secy.-Treas.

MRS. SHERLIE ARNEY, 53, wife of C. E. Arney Jr., NARTB secretary-treasurer, died Aug. 13 at Georgetown Hospital, Washington, D. C., following a long illness. She was known to broadcasters all over the country, having attended NARTB conventions, district meetings and board sessions for a decade.

Mrs. Arney was the former Sherlie Rude, of Seattle. A graduate of Washington State College, she was employed by the Seattle Chamber of Commerce from 1921 to 1940. In 1941 she moved to Washington, taking a position with the General Accounting Office. She was married to Mr. Arney in 1942. They lived at 2115 P St., in northwest Washington.

Two sisters survive. Services were held Monday in Washington, with burial in Seattle.

LAWYERS BACKTRACK ON RADIO-TV BAN, WOULD GIVE WITNESS RIGHT TO REFUSE

American Bar Assn. convention gives an inch in its opposition to broadcast media coverage of hearings. An earlier recommendation had asked that mikes and cameras be barred entirely.

RECOGNIZING that Congressional committee investigations currently are being both broadcast and televised—and that, perhaps, radio-tv might well be granted semi-equal access to news at public hearings—the American Bar Assn. last week backtracked, at least for the record, in its opposition to broadcast media in a grudging concession that radio and television may well be around a long time on Capitol Hill.

After heated debate, the ABA's house of delegates approved a recommendation that, when and if Congress adopts a uniform code of procedure for such probes, it should grant any witness the right of refusal to testify in the presence of tv cameras and radio microphones, providing the witness makes his desires known to the committee sufficiently beforehand.

A Senate rules subcommittee has been studying the controversy, having already accepted testimony from top industry leaders [B•T, Aug. 9].

In so doing, the ABA rejected, at least officially, its long-standing proposition that no investigation should be either broadcast or telecast. The reason: The ABA suddenly discerned, it would seem, that it was out of step with the temper of the times, and had settled for a reservation. The recommendation was approved earlier by the bar association's board of governors.

After having received a distinct shot in the arm from Judge Harold R. Medina, U. S. Court of Appeals, New York, who contended that it is "practically impossible" to "ascertain the truth" in a courtroom in the presence of radio and/or television (see separate story), the ABA policy group watered down its earlier ban proposal, which was based on a report submitted by Whitney North Seymour and his committee on "Individual Rights as Affected by National Security" [B•T, Aug. 16].

Judge Medina was talking about radio and tv in the nation's courtrooms, however, and there is an appreciable difference between judicial and legislative committees, ABA acknowledged in effect. Even so, ABA's controversial Canon 35, prohibiting broadcasts or telecasts or other pictures of such hearings, is likely to remain on the books for some time (see separate story). No effort was made to alter its provisions at the 77th annual meeting of ABA at Chicago's Conrad Hilton, Blackstone, Congress and Sheraton hotels last week.

What the board of governors and house of delegates approved at last week's conclave was merely the reservation contained in the Seymour report:

"If Congress does not adopt the earlier recommendation of the association barring such broadcasts entirely, the witness should at least have the right to testify without television or radio broadcasting, providing he notifies the committee of his desires a reasonable time prior to the hearing. He should be permitted to make this decision in advance, not under public scrutiny, and no prejudice should be allowed to attach to his decision."

A proposal that a witness in a congressional probe be permitted to make his request for refusal "under public scrutiny" and "at any time" was beaten down after considerable debate that threatened to disrupt the delegates' proceedings.

The governors reportedly asked for quick approval of recommendations, relating to broadcast media and other matters, without delving into the separation between committee conclusions and actual recommendations. As a consequence, but not for lack of time, the Seymour committee's report, plumping for an outright ban on radio-tv coverage in committee sessions, was not voted upon.

Some lawyers openly harangued and exhibited defiance over the committee's proposed code for Hill inquiries, claiming it was "unrealistic." Total of 224 members comprising state and city bar groups makes up the house of delegates.

Other amendments adopted in the form of

SIX HARDY SALTS from Southern California radio, guests of the U. S. Navy on an orientation cruise to Pensacola to familiarize them with naval flight training, display nautical form on the flight deck of the carrier *U.S.S. Monterey*. They are (l to r) Frank Crane, managing director, Southern California Broadcasters Assn.; Robert J. McAndrews, commercial vice president, John Poole Broadcasting Co., Hollywood, and SCBA president; William J. Beaton, general manager, KWKW Pasadena and president, California State Broadcasters Assn.; Dave Showalter, Columbia Pacific Radio Network Hollywood director of public affairs and SCBA public affairs chairman; Bob Garred, KABC Hollywood newsman; Mark Haas, prog. dir., KMPC Hollywood.

Hardy vs Halley

RALPH W. HARDY, vice president of NARTB, will uphold radio-tv industry viewpoint in debate with Rudolph Halley, who served as legal counsel to Kefauver Crime Committee, on "Is Radio-Tv Exclusion From Government Hearings Justified?" over ABC Radio's *Town Meeting of the Air* program on Aug. 24, 9-9:30 p.m. (EDT).

Everyone has something he does best . . .

. . . and chances are that the person who specializes in a *single* skill will do it far better than the one with divided interests. We can't speak for others—but, in our case, *exclusive* attention to the rendering of quality television representation attracts quality TV stations such as the leaders shown below. There is, we suggest, a potentially profitable thought for others in this continuing success.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

recommendations on the final code resolution provide for the establishment of a "watch-dog" committee of leaders in both houses of congress, to supervise probing units, right of legal counsel for the witness, and right of any "third party" mentioned to submit a statement in his own behalf and to cross-examine witnesses.

MEDINA WOULD BAR MIKES, TV CAMERAS

"SEEK the truth and it shall make ye free"—but don't seek it in the presence of radio microphones and television cameras. That advice was paraphrased last Monday evening by Judge Harold R. Medina, U. S. Court of Appeals, New York, before over 300 delegates to the American Bar Assn. He spoke without prepared text at a dinner of the judicial administration section of the association, addressing chief justices of all the states and Chief Justice Earl Warren of the U. S. Supreme Court.

It seemed to be just what some 5,000 ABA delegates wanted to hear in view of their later discussion on "Court Room Publicity and Amendments to Canon 35" and the controversial code of procedure for Congressional investigative committees (see separate stories).

"Whenever you seek to ascertain the truth, eliminate radio and television and those things that make truth impossible," advised Judge Medina, who gained fame presiding at the 1949 trial of 11 top Communists who were convicted of a conspiracy to overthrow the U. S. government. He made it plain that he meant tv particularly.

Citing the recent Army-McCarthy hearings, the New York jurist claimed that "everybody put on an act" and that when a tv camera is present, "the whole thing gets so confused that . . . you cannot find it [the truth]." He also accused lawyers, prosecutors and witnesses of indulging in "personal propaganda" when hearings are telecast. But, he added, as far as putting on an act is concerned, "I suppose I would do the same. You can't help it when you're before a television camera." He recalled that such was the case in the early days of radio when broadcasts were aired from court rooms.

Judge Medina also felt that flesh-and-blood reporters, by contrast, do "not interfere with finding the truth." Of them, he said that "their comings and goings are orderly." He said he spoke from experience with communications media.

Ad Club Slates Speakers

ROBERT W. SARNOFF, executive vice president of NBC; John Karol, sales vice president, CBS Radio; John Caples, vice president, BBDO; Louis N. Brockway, executive vice president, Young & Rubicam; Walter Weir, vice president, Donahue & Coe; Alden James, vice president, P. Lorillard Co., and John Lynch, art director, BBDO, are among speakers during the 31st Annual Advertising and Selling Course of Advertising Club of New York, Oct. 4, 1954, to Feb. 24, 1955.

Sprague to Awards Unit

ROBERT C. SPRAGUE, of Sprague Electric Co., past chairman of the board of Radio-Electronics-Tv Mfrs. Assn., has been named chairman of the 1955 RETMA Awards Committee. The committee nominates a RETMA Medal of Honor winner each year, with the award presented during the association's June convention. Mr. Sprague was 1954 award winner.

Miller Defends Radio-Tv Right in Courts

RADIO and television broadcasting can report court proceedings "without impairing, in any way, the essential dignity and decorum of the courtroom" and both media have already done so "convincingly," Judge Justin Miller told the American Bar Assn. last week.

The former NARTB board chairman spoke on a panel discussing "Court Room Publicity and Amendments to Canon 35" at a session of ABA's Judicial Administration Section Monday.

ABA's Canon 35, which drew heavy fire from communications representatives, reads as follows:

"Proceedings in court should be conducted with fitting dignity and decorum. The taking of photographs in the court room, during sessions of the court or recesses between sessions, and the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court, and create misconceptions with respect thereto in the mind of the public and should not be permitted."

Judge Miller joined forces with Alexander F. (Casey) Jones, executive editor of the *Syracuse* (N. Y.) *Herald-Journal*, in presenting the radio-press position on the controversial canon. ABA's house of delegates also acted on a committee resolution that Congress adopt a uniform code for its probes barring radio-tv coverage (see separate story page 38).

To support his position that radio-tv can be utilized to report court proceedings without interference, Judge Miller noted that WKY-TV Oklahoma City recently televised a criminal trial with local judge A. P. Van Meter's blessing. Judge Van Meter later praised the station and P. A. Sugg, its manager, saying that his experience "demonstrated that under proper restrictive measures the court proceedings are not interfered with and that on the other hand, the public is given a much truer portrayal of these proceedings than can be obtained in any other manner."

Mr. Jones asserted that lawyers, of any group, are the least qualified to determine what the public should know or to presume public opinion. He advocated televised sessions of the U. S. Supreme Court to inform the public about their government.

Louis Waldman, president of the Brooklyn Bar Assn., defended Canon 35, claiming that radio-tv-press have no "constitutional right to intrude themselves into the solemn proceedings in a court room."

Mr. Waldman was backed up by George H. Boldt, federal district judge, Tacoma, Wash., who held that broadcasting and telecasting involve confusion and divide the attention of witnesses, thus setting up a psychological barrier. Newspapers put stories of trials in better perspective, he claimed.

BAB Selects Three Panels For Radio Salesman Contest

THREE boards of judges were named Thursday by BAB to pick the top radio salesman in the country each month as part of the bureau's "best radio salesman of the month" contest. The judges, made up of seven-man advertiser, advertising agency and trade press panels, also will select the second and third place winners. Each board will serve on an alternating basis.

Deadline Sept. 10

Deadline for the first monthly competition is Sept. 10. Nominations must be based on time sales made in August. All radio salesmen at BAB's more than 850 member radio stations are eligible, selections being made on (1) imagination used in making the sale, (2) obstacles overcome in completing it and (3) time volume involved. Any number of nominations can be made by the station or sales manager, according to BAB. They should be sent to BAB, 270 Park Ave., New York 17.

Winners will be presented with silver trophies, runners-up with bronze lapel pins.

Judges named were:

Advertisers: George J. Abrams, vice president, Block Drug Co., and Stanley H. Pulver, media manager, radio and tv, Lever Brothers. Advertising Agencies: Arthur J. Kemp, vice president, McCann-Erickson, and Frank Silvernail, vice president, BBDO. Trade Press: Frank Burke, *Radio Daily;* Rufus Crater, B•T, and Norman R. Glenn, *Sponsor*, all of New York.

Dekker Prods the Press

NEWSPAPER management last week was urged by William C. Dekker, vice president and director of media for McCann-Erickson Inc., New York, to be "more aggressive to keep pace in the television era." In a speech scheduled for delivery Saturday before the annual meeting of the Texas Daily Newspaper Assn. in Galveston, Mr. Dekker pointed out that although newspaper circulation and income are at an all-time high, national advertising in all five major media has increased 56% since 1949 while the gain by newspapers has been only 33.3%.

Beer Radio-Tv Advertising Near High in West—Rosston

WITH influx of at least six major midwest and eastern beers in the western market, beer advertising, including radio-tv, is reaching an "all-time peak," John W. Rosston, assistant sales office manager, Lucky Lager Brewing Co., San Francisco, told members of that city's Junior Advertising Club at its August meeting.

Approximately half of the nation's beer is produced by the top 15 of the nation's 333 brewers, Mr. Rosston pointed out.

Baudino Heads Copyright Unit

JOSEPH E. BAUDINO, vice president and general manager of Westinghouse Broadcasting Co., has been named chairman of the NARTB Copyright Committee, first of the new committees appointed by President Harold E. Fellows. Other members of the committee are J. J. Bernard, WGR-TV Buffalo; Edward Breen, KVFD Fort Dodge, Iowa; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Donald G. Graham, KOMO Seattle; Martin L. Leich, WGBF Evansville, Ind.; Joseph A. McDonald, NBC; C. Wallace Martin, WMSC Columbia, S. C.; A. J. Mosby, KGVO Missoula, Mont., and Karl O. Wyler, KTSM El Paso, Texas.

You're Welcome In Over 5 Million Homes Every Day When You Buy The Meredith* Radio Stations

The 5,732,000 people living within the range of Meredith Radio Stations have a total of $6,652,959,000 to spend, according to Sales Management. You can effectively reach and sell these people with the Meredith Radio Station in Omaha, Phoenix, Syracuse, and Kansas City. These stations have a combined total of 87 years of on-the-air service to their listeners . . . naturally, they're old friends and welcome visitors in over 5 million homes every day.

Meredith *Radio* Stations

KCMO	WHEN	WOW	KPHO
KANSAS CITY, MO.	SYRACUSE, N. Y.	OMAHA, NEBR.	PHOENIX, ARIZ.

KCMO, WHEN and KPHO represented by **The Katz Agency -- WOW** represented by **John Blair & Co.**

*Meredith Radio Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

BROADCASTERS REBUKED ON BEER-WINE; MUST REPORT IN JAN. ON REMEDIES

Statement issued by House Commerce Committee is in lieu of reporting out controversial Bryson Bill. Several committee members said to be in disagreement on an earlier proposed statement.

RADIO and television broadcasters, left groggy from the strong medicine dished out this year by proponents of the Bryson bill on liquor advertising, last week were told the industry's efforts at self-regulation "in this highly sensitive field" have been less than satisfactory.

The House Commerce Committee issued a report suggesting that broadcasters and beer and wine advertisers consider eliminating or curtailing radio-tv liquor commercials and requesting that the broadcast industry report by next Jan. 1 what it is doing to "cope with this problem."

The House Committee released the statement in lieu of reporting out the controversial Bryson bill (HR 1227), thus letting die on the shelf the measure to ban liquor advertising on radio-tv, in newspapers and other media. This alternative had been expected for some time [AT DEADLINE, Aug. 16; B•T, Aug. 9].

The statement was submitted by Rep. Charles A. Wolverton (R-N. J.), chairman, and cited the committee's hearings last May on the measure [B•T, May 31, 24]. Similar hearings were held by a Senate Commerce subcommittee on the companion Langer bill (S 3294 in June [B•T, June 28].

The House group had been besieged with more than 450 petitions urging passage of the Bryson bill.

The statement last week carried no mention of the report made in December 1952 by a House Commerce subcommittee headed by Rep. Oren Harris (D-Ark.) [B•T, Dec. 22, 1952]. Rep. Wolverton's committee reportedly had been considering issuing a statement scolding broadcasters for failing to heed the Harris group's request that broadcasters take "corrective action" to curtail liquor advertising and crime and horror programming [B•T, Aug. 9].

REP. WOLVERTON

REP. HARRIS

Committee members were said to have disagreed on a statement reportedly drawn up by the staff the previous week.

Last week's statement by the House Commerce Committee follows:

Report on H.R. 1227 (Bryson Bill)

The Committee on Interstate and Foreign Commerce, to whom was referred the Bryson bill (H.R. 1227) to prohibit the transportation in interstate commerce of advertisements of alcoholic beverages by mail, newspaper, periodical, newsreel, photographic film, or record for mechanical reproduction, and the broadcasting of such advertisements by radio and television, having considered same, submits the following report.

Extensive hearings were held on the bill by the entire Committee on May 19, 20, 21, and 24, 1954. The record of the hearings covers almost 500 printed pages. Over 50 witnesses appeared in person and were heard. An even greater number submitted statements for the record. Included among the representatives were various civic and religious groups, publishers, representatives of labor unions, distillers, trade associations, the press, radio and television broadcasters, and Members of Congress. In addition, numerous letters, telegrams, and petitions were received from all parts of the United States.

The bill before the Committee and the hearings held thereon raise many difficult issues, particularly those of a constitutional character resulting from the adoption of the 21st Amendment. These issues require further consideration and more detailed information. The questions in the main are as follows:

1. To what extent, if any, from a Constitutional standpoint is the 21st Amendment applicable?
   (a) Does it preclude Congress from adopting legislation designed either to prevent, regulate, or control advertising of alcoholic beverages?
   (b) Does Congress have the power to adopt legislation that would apply to the advertising of intoxicating liquors in States, territories or possessions where the delivery or use of intoxicating liquors is prohibited by law?
2. Is there any Constitutional prohibition against such proposed legislation because of curtailments of free speech?
   (a) as to radio and television?
   (b) as to newspapers, periodicals, etc.?
   (c) as to use of the mails?
3. Does the second section of the 21st Amendment give a State the right to pass legislation on this subject with reference to—
   (a) radio and television operating within the State, or, broadcasts from stations operating without the State?
   (b) newspapers and periodicals published and circulated within the State, or, circulated in the State although published outside the State?
4. If the Second Section of the 21st Amendment gives protective rights to a State, how would such rights be made effective with respect to broadcasts originating in another State?
5. Would Congress have the power to prohibit the movement in interstate commerce, by mail or otherwise, of advertisements of alcoholic beverages that originate outside the boundaries of the United States?
6. Does the Federal Communications Commission have jurisdiction under present law that would enable it to carry out provisions contained in the proposed legislation without additional Congressional action?
7. Does existing law enable the Federal Trade Commission to proceed against advertisements of alcoholic beverages when such advertisements are deemed misleading or deceptive with respect to the effect of alcohol beverages on health and morals?

In view of the many complaints received by this Committee with regard to improper or excessive advertising of some alcoholic beverages on radio and television, the Committee is seeking information from the FCC, the beer, wine, and broadcasting industries and their respective trade associations with regard to (a) extent of this advertising in dollar volume in relation to other advertising, (b) the number, character, and length of programs sponsored by wine and beer manufacturers, and (c) the broadcast time consumed in the course of such programs and by spot announcements of beer and wine products.

In this connection, the Committee takes cognizance of the fact that the distilling industry has adopted a policy of refraining from advertising its products over radio and television. This fact creates the thought that consideration could profitably be given by the beer and wine industries to the possibility of eliminating or curtailing their advertising over radio and television.

The Committee furthermore takes cognizance of the fact that the television code specifically prohibits the advertising of hard liquors on television while the code does permit the advertising of beer and wine without any restrictions. The Committee, therefore, raises the question whether radio and television broadcasters should not also adopt specific policies with regard to the advertising of beer and wine products with a view to eliminating or curtailing such advertising. The advertising of alcoholic beverages on television is not in good taste if such advertisement includes a scene of a family or any person drinking, serving, or preparing drinks, or contains any representation primarily appealing to children.

The Committee feels that the efforts of the broadcasting industry and particularly the television industry at self-regulation in this highly sensitive field of advertising and programming have not been as successful as the Committee might justifiably have expected. The Committee feels that it is incumbent upon the radio and television industries, in their own enlightened interest, to give serious consideration to the widespread complaints with reference to the advertising of alcoholic beverages over their media and to take immediate steps to meet these complaints.

The Committee, therefore, feels justified in requesting that the radio and television industries submit to this Committee by January 1, 1955, a report as to the steps already taken, and proposed to be taken, to cope with this problem. We expect the wholehearted cooperation of all concerned in arriving at a satisfactory solution to these vital issues.

CENSUS OF U. S. BUSINESS READIED

Census Bureau will send questionnaires out the first three months of 1955. Radio-tv stations and networks are not included.

SOME 3.5 million establishments would be surveyed by the U. S. Census Bureau in a business census for which $8.43 million was approved by the Senate and House last week.

The funds were included in the supplemental appropriations bill (HR 9936) for fiscal 1955, which went to the White House after Senate-House conferees and their respective chambers agreed to restore the business census funds slashed from the bill earlier by the House. The Senate had amended the bill to restore the funds after the House cuts.

The bill, expected to be signed by the President, represents a delayed triumph for the radio-tv industry, which was among those loudly protesting the brush-off given the business study last year. At that time a $9.4 million appropriation for the regular business census, which is required every five years under Public Law 671 signed in June 1948, failed approval in the House.

Funds for the 1955 census (of calendar 1954 business figures) will be spent on surveying business, manufacturers and mining. The census will implement Public Law 411 (HR 8487) signed in June 1954.

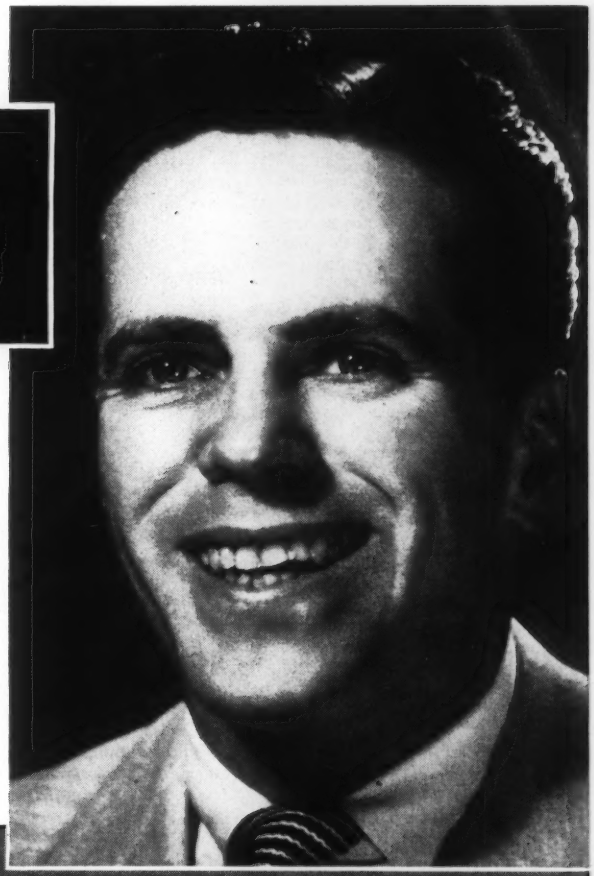
Difference in the original $9.4 million figure and the $8.43 million current one arises largely from the decision to postpone an originally-planned census of the transportation industry so the Census Bureau first can make a study of how to survey that field.

According to a Census Bureau spokesman, questionnaires will go out during the first three months of 1955 to retailers, wholesalers, service trades, manufacturers and the mining, petroleum and quarrying industries. These include some 1.8 million retail stores, 250,000 wholesale, 750,000 service and 270,000 manufacturing establishments and 35,000 mining concerns.

Preliminary results will be published within six to eight months after mailing of the questionnaires is completed, the Census Bureau said. The results will furnish such information as the kinds of businesses, sales, employment and payroll figures, and the "value added by manufacturer" (difference between f.o.b. price

Our Afternoon Star Salesman

BILL RILEY



and he's another reason why

KRNT-CBS

DES MOINES

Is Your Basic Buy In Iowa!

Hooper Score: KRNT—61 Firsts out of 67 Periods

Our Man Riley . . .

● Ears perk up . . . our switchboard lights up . . . when Bill Riley hits the air every afternoon. Yes — Something wonderful happens when he's running the show, because Bill makes things happen.

Popular records — wisely selected — are the backbone of the show, to be sure, but Bill Riley loads his hour-and-a-half with the extras that set it apart, make it sing, give it the sizzle that captures listeners and cops sales, that make it the only show of its kind in this healthy market.

For years KRNT's Bill has been one of Iowa's favorite Personalities, but only recently he became KRNT's great afternoon super-salesman. Bill has many, many sales successes behind him. He's adding to that outstanding record every day. He'll move merchandise for you, too . . . he's got the big, responsive audience to do it.

Don't waste time, time-shopping. You can buy KRNT with complete confidence. Your Katz man has the whole scoop on the fabulous Bill Riley story. Give him a call.

THE STATION WITH THE FABULOUS PERSONALITIES AND THE ASTRONOMICAL HOOPERS!

KRNT

DES MOINES RADIO

THE REGISTER AND TRIBUNE STATION

REPRESENTED BY
THE KATZ AGENCY

of a product and the cost of raw materials and supplies).

Totals will be broken down into state, city and county figures.

The census is expected to bring up to date information on growth, sales and expanded output of the U. S. business economy. The last census of business was made in 1948, manufacturers in 1947 and mining in 1949.

The Census Bureau said the study will cover the manufacture and sale of electronic equipment, but will not include radio-tv stations and networks, since this would duplicate work already being done by the FCC.

The next census is planned four years later (in 1959) instead of the usual five years, since Public Law 671 provides that the census be made once each five years during the years ending in "4" and "9," for the respective preceding calendar years. The census was thrown off the track by the House action last year.

Publication of final figures probably will take two years, according to a Census Bureau spokesman, who explained that the delay is caused by businesses who are slow to return the completed questionnaires.

This delay was the target of criticism in the House during debate on the supplemental appropriations bill [B•T, July 26].

Unexpended funds will be carried over until the census is completed by 1956, but the Census Bureau said an additional sum, "much smaller than the $8.43 million figure," will be needed to carry the study through to completion.

Technical Advisor Sought To Direct Lebanese Radio

THE INTERNATIONAL Telecommunication Union has advised the Department of State of a United Nations technical assistance project requiring an expert on technical equipment for broadcasting studios to work for the Lebanese government. The job is expected to begin about the end of September and last for approximately three months.

Duties of the person selected will be to help the Lebanese government set up modern broadcasting studios, decide on sites, plan studios and equipment. Television also will be a consideration in the planning.

A tax-free pay scale for experts in all fields has been drawn up ranging from $700 to $1000 per month for experts of established international reputation and authority. The scale is flexible and may vary in cases of highly specialized work. Certain subsistence and travel allowances also are paid.

Any American citizen who feels he can qualify should send his name and a brief summary of his professional background to Mr. Francis Colt de Wolf, Chief, Telecommunications Policy Staff, Department of State, Washington, D. C., before September 1.

Radio-Tv Billls Fail in Senate

THREE measures affecting the broadcast industry were passed over by the Senate last week on a call of the calendar, virtually assuring their demise: They were:

Sen. John W. Bricker's bill (S 3542) on broadcasts of gambling information and Sen. Edwin C. Johnson's measure (S 1396), introduced last year, to restore baseball's Rule 1 (d) on coverage of games.

The third bill (S 521) skipped over by the Senators would require agents of foreign powers to identify themselves and their principals in broadcasts and published articles [B•T, Aug. 9]. All had been passed over the week before.

RETMA ADVISES USE OF SATELLITES

In recommendation to FCC, the association says Commission rules should be changed to allow use of 'satellite' and 'special services' tv stations.

FCC should revise its rules to permit use of satellite stations that would fill weak and blind spots in normal tv service areas, looking toward a truly nationwide video service, the Commission was told last week by Radio-Electronics-Tv Mfrs. Assn.

Spotty and cramped station coverage areas can be supplied with good signals at low cost by use of low-power satellite transmitters, according to an interim report filed by the RETMA Committee on Satellite & Special Service Tv Broadcast Stations. Two types of stations were recommended by the committee at an Aug. 3 meeting [B•T, Aug. 9]. They are satellite stations and special services tv stations.

Ben Adler, head of Adler Communications Labs and chairman of the RETMA committee, submitted the report. The two types of stations proposed by RETMA follow:

A Satellite Station is one transmitting, unattended by an operator, on the same tv channel as the main or controlling station upon which it depends for all of its programs and identification material. In general, these stations would be tailored to a specific location where it is not economically or technically feasible to provide tv service directly from the primary station. This new satellite definition replaces what was formerly a booster station.

A Special Services tv station would be licensed by the FCC on a normally allocated tv channel, but with certain relaxed rules and regulations permitting a favorable economic operation. The committee believes that this type of station, after a period of operation and audience build-up under relaxed rules and regulations, may take on its own individual expression and meet the FCC's technical requirements for tv broadcasting stations. When this degree of independence is reached, the committee recommends that the special services designation should be removed.

Drops Definition

RETMA's committee has abandoned the booster station definition, which had applied to stations picking up from a control station and rebroadcasting with low power on the same frequency in an area receiving an unsatisfactory signal, in favor of the term satellite. The satellites would use power as low as 10 kw.

Among experiments in the satellite field [B•T, Aug. 16, 9] are those of RCA at Vicksburg, Miss.; WSM-TV Nashville; General Electric Co.; Sylvania Electric Products at Emporium, Pa., and the Adler firm. In addition, Craven, Lohnes & Culver, engineering consultant firm, has prepared a lengthy report on power limitations and operating requirements of satellites.

The Adler firm says equipment is available for improved tv coverage of isolated communities within the franchised area of the uhf station operator, permitting service in shadowed terrain. The transmitter (UST-10) consists of a high-gain receiving antenna with line-of-sight in the direction of the originating station, an amplifying system operating on the same frequency and a relatively low-gain retransmitting antenna looking down into the shadowed area.

Reporting on its experiments, the firm says each low-signal area offers a different shadow fill-in problem and the satellite must be tailored to each situation. Feedback must be avoided between antennas in addition to selection of a suitable pattern for the retransmitting antenna, it is explained.

Specifications include: gain, 75 db nominal; power output, 10 w nominal into 50 ohm load; sensitivity, 1 mv/m field for rated output; bandwidth, better than 7 mc on any channel 470-950 mc; tubes, 2C39A conventional lighthouse type; receiving antenna, 16 element stacked colinear array, minimum gain of 22 db; retransmitting antenna, corner reflector, nominal gain of 11 db; polarization, horizontal; power requirements, 110 w amplifier input; minimum recommended power service, 10 amps, 115 v ac, 60 cycles; effective radiated power, 50 w minimum, based on corner reflector antenna, 100 feet of RG-17U transmission line, operating at 800 mc; maintenance, routine weekly check of voltages and adjustments recommended.

Benefits provided by the ACL satellite, according to the firm, are as follows:

Economical equipment and installation and operating costs.

Strong tv signals are provided over areas to be served so that the private set owner need not incur any extraordinary costs for normal reception.

The satellite is owned and controlled by the station operator.

The satellite is fully compatible with all present station and viewer installations.

It operates on the same channel as the originating station without interference.

It may be set up for time-clock unattended operation.

No signal is radiated unless the controlling station is on the air.

The ACL package includes complete field survey, installation, test and adjustment.

RETMA's satellite studies were started last spring at the suggestion of FCC Comr. George E. Sterling. Work of 15 manufacturers of tv transmitting and receiving products, along with that of station operators and consultants, is being collated. The committee feels its final report may serve "to formulate the basis of rule-making proceedings looking toward the early commercial operation of tv stations designed to improve television coverage within the U. S. consistent with the economics of obtaining extended coverage in both vhf and uhf, but particularly in the uhf bands."

No need for relaxation in transmission standards will be required for either type of station, the Adler committee feels.

Another Adler experimental satellite is being built at Waterbury, Conn., to operate on ch. 53 as a booster for WATR-TV Waterbury.

Saltonstall Lauds Bernays For Informational Plan

EDWARD L. BERNAYS, New York public relations counsel who has been active in the cause of noncommercial educational television and who this year released results of two polls which he claimed were indications that most tv commercials are disliked by viewers, is off on a new project, it was revealed last week.

Sen. Leverett Saltonstall (R-Mass.) brought Mr. Bernays' newest efforts to light when he extended congratulations on the Senate floor to the National Committee for an Adequate Overseas U. S. Information Program, of which Mr. Bernays is chairman and originator.

The committee, according to Mr. Bernays, will keep the public informed on the importance

of the U. S. information program overseas.

Sen. Saltonstall's office said a letter from Mr. Bernays, soliciting the Massachusetts Republican's support and appending a list of members of the committee who are well known in the advertising, public relations, educational and publishing fields, has been checked with the U. S. Information Agency and its aims and purposes approved by that agency.

In his July 27 letter to Sen. Saltonstall, Mr. Bernays said he "took the initiative" in forming the committee in view of the "lack of knowledge and understanding that the American public and many of its leaders have of the importance and need for an adequate overseas U. S. information program."

Membership List

A list of the persons claimed by Mr. Bernays as members of the National Committee for an Adequate Overseas U. S. Information Program, includes:

Edward W. Barrett, Edward W. Barrett & Assoc.; S. R. Bernstein, editor, *Advertising Age;* Leo M. Cherne, executive director, Research Institute of America; Reginald T. Clough, publisher, *Tide* magazine; J. R. Cominsky, publisher, *Saturday Review of Literature;* Nate L. Crabtree, director of public relations, General Mills Inc.; George Gallup, director, American Institute of Public Opinion; Robert L. Johnson, president, Temple U.; C. B. Larrabee, chairman of the board, Printers Ink Publishing Co.; Harold D. Lasswell, professor of law, Yale U.; Louis M. Lyons, curator, Nieman Foundation for Journalism, Harvard U.; Charles S. Moore Jr., director of public relations, Ford Motor Co.; Wallace H. Moore, chairman, division of education and psychology, Long Beach (Calif.) State College; Theodore S. Repplier, president, Advertising Council Inc.; O. W. Riegel, director, Lee Memorial Journalism Foundation, Washington & Lee U.; Paul C. Smith, president, Crowell-Collier Publishing Co.; Ordway Tead, editor, social and economic books, Harper & Bros.; W. W. Waymack; E. S. Whitman, director of public relations, United Fruit Co.; Edward L. Bernays, chairman.

Star Broadcasting Dismissal Postponed Until Sept. 24

FCC last week postponed the effective date of the dismissal of the application of Star Broadcasting Co. for modification and renewal of license of KCSJ Pueblo, Colo. from August 24 to September 24, pending determination of questions raised in petitions filed by KCSJ.

KCSJ's application for modification and renewal of license, pending for several years in hearing status, because of an interference conflict with WOW Omaha, had been denied by the FCC last month, effective August 24, for lack of prosecution. Such action is tantamount to deletion of the 1 kw on 590 kc directional night outlet.

KCSJ has petitioned the FCC for leave to amend its bid for modification of its facilities and for postponement of the dismissal. Simultaneously with the filing of the petitions, KCSJ filed an amendment to its application in the manner directed by the Commission and brought its engineering data up to date to show a tentative agreement with WOW resolving the question of interference, the petitions stated.

Rules Bill to House

A SENATE-PASSED bill to help simplify and make more uniform the rules of practice before the various federal agencies was referred last week to the House Judiciary Committee. The bill (S 17) calls for a nine-man commission to formulate general rules [B•T, Aug. 16].

BARNEY ARNOLD (l), farm program director, WHAS Louisville, Ky., has been chosen chairman of the Kentucky Agricultural Council, which acts as a clearing house for farm information. Paying tribute to the new chairman is Kentucky Lt. Gov. Emerson Beauchamp.

Wichita Tv Favored For Ch. 3 Grant

INITIAL DECISION favoring the grant of ch. 3 at Wichita, Kan., to Wichita Tv Corp., comprising non-broadcast, local citizens, was issued by FCC Hearing Examiner Hugh B. Hutchison last week, two months shy of two years after the hearings for that channel began in October 1952.

Same decision recommended that the applications of KFH and KANS, both Wichita, be denied.

New group should be chosen over KFH-*Wichita Eagle,* Mr. Hutchison said in a voluminous 129-page decision which also contained 34 pages of appendices, for the following reasons:

(1) Greater local ownership and integration of ownership and management; (2) greater local roots in the community and civic activities; (3) engagement of a large number of tv-experienced personnel; (4) more definite and better program planning; (5) better and "more realistic" studio planning; (6) more and better public service programs; (7) diversification of media of mass communication.

The examiner disqualified KANS, owned primarily by O. L. Taylor (former station representative), on financial grounds.

Wichita Tv Corp. will be owned by 126 stockholders when it issues 798,460 shares of stock. Chief among them are George M. Brown, ice and cold storage owner, 23%; his mother, Mrs. Helen B. Brown, 13.7%, and William J. Moyer, who came to Wichita as a Navy officer during World War II, 2.3%. Mr. Moyer is considered responsible for promoting the Wichita Tv Corp. group.

Charge by KFH that the Wichita Tv Corp. financial organization violated federal and state regulations was found not proven by the examiner.

In answering the KFH contention that its background in broadcasting must be given serious consideration as against the non-broadcast experience of Wichita Tv Corp., the examiner answered in this way:

It is true that where all of the competing applicants in a contested proceeding have been engaged in broadcast operations their records of actual performance are logically the best and most realistic criteria which can be used to weigh the degree of reliance which can be placed upon their proposals for future operations and such factors as local residence, participation in community affairs and integration would have little or no comparative significance. However, when one of such competitors is a newcomer in the field of broadcasting and can therefore offer no record of performance to support the reliability of its proposals, it must, as stated by KFH, rely in large part upon the background and activities of its principals for this purpose which would necessarily include such important factors as local residence, roots in the community, familiarity with local conditions, civic activities and participation in community affairs. Moreover, where such a newcomer, as in the instant proceeding, has established no record of service in the broadcast field it becomes especially important to determine the extent to which its owners and principals would personally participate in the management and operation of its proposed station in order that this Commision may be provided with some yardstick by which it may evaluate the degree of personal responsibility which they are willing to assume for the proposed service and, based thereon, the quality, reliability and efficiency of such proposal in the light of their character, background and experience. In fact if local residence, participation in community affairs, and integration of ownership with management were eliminated as areas of comparison in competitive proceedings between a new applicant for broadcast facilities and the licensee of an existing broadcasting service it is difficult to see how the former would ever be able, as a practical matter, to establish or claim any substantial grounds for preference over the competing applicant. Indeed, if the proposition urged by KFH were to be accepted and rigidly applied in proceedings such as the one involved herein it would almost inevitably result in depriving new applicants for broadcast facilities of fair and equitable comparative consideration with other competing applicants who could always claim the advantage of prior broadcast service and experience, even in instances where such newcomer might in fact possess greatly superior qualifications to those of its competitor who may have actually rendered a broadcast service of only mediocre quality. An additional and highly important reason why the acceptance and application of the formula advanced by KFH would be unsound and contrary to the public interest is that it would place new applicants for broadcast facilities who may become involved in contest with licensees of existing stations at such a great competitive disadvantage that it would discourage newcomers from attempting to seek such facilities and thus defeat the effectiveness and indeed the very purpose of our long established policy, discussed more fully below, of encouraging competition in the fields of radio and television broadcasting through diversification of the media of mass communications. Although we did state in a recent decision (In Re WJR, The Goodwill Station Inc. (Docket No. 10268) et al, 9 RR P. 227) that when the record of an applicant's past performance in the operation of a broadcast station is available, such factors as local residence, participation in local community affairs and integration of ownership with management become less critical than in proceedings where no such record is shown, we did not mean to imply by this pronouncement that these factors are not entitled to great weight as a basis for comparison in proceedings in which a highly qualified newcomer in the field of television broadcasting is in competition with the licensees of existing standard broadcast services, and where the proposals of such new applicant appear to be superior in character and offer greater promise of effectuation than those of its competitors.

FCC Approves Transfer Of WJBF to Media Inc.

SALE of WJBF Augusta, Ga., for $125,000 by J. B. Fuqua to a new company, Media Inc., headed by V. E. Fountain, North Carolina broadcaster and attorney, was among a number of transfers receiving FCC approval last week.

Mr. Fountain is president of WCPS Tarboro and part owner of WOXF Oxford, both in North Carolina. The purchaser, Media Inc., in addition to Mr. Fountain, consists of J. T. Snowden Jr., manager of WCPS, Frank Meadows, Rocky Mount accountant, and Vinson Bridges and Marvin Horton, Tarboro attorneys [B•T, July 19].

Other transfers receiving FCC approval were: KZIP Amarillo, Tex.; WPTX Lexington Park, Md.; WELS Kinston, N. C.; WINZ Miami-Hollywood, Fla.; WNMP Evanston, Ill.; KFWR Grangeville, Idaho; KDMO Carthage, KRMO Monett, both Mo., and KDMO Ft. Scott, Kan. (For details see FOR THE RECORD).

TOWERS MUST BE VISIBLE, GROUP URGES

Special AGA committee submits report on marking and lighting standards for radio-tv towers, following lengthy investigation.

AIRPLANE pilots ought to be able to see a radio or tv tower three miles away no matter what the visibility is.

That's the principle that members of the study group investigating the adequacy of marking and lighting standards for aeronautical obstructions [B•T, Jan. 11 *et seq.*] have agreed on as a goal. A report, including that criterion, was submitted last week to members of the *ad hoc* committee of the subcommittee on Airdromes, Air Routes and Grounds Aids (AGA) of the Air Coordinating Committee.

A meeting to consider the report is scheduled for tomorrow (Tuesday) in Room 1510, Temporary Bldg. T-4, Washington at 10 a.m.

If accepted by the full committee, as is expected, the *ad hoc* group will then go into the second phase of its work: to seek ways and means of making radio and tv towers more identifiable to aircraft pilots.

Study stemmed from aviation interests' fear of tall tv towers. AGA study group is comprised of representatives of government, military, broadcast and aviation representatives.

In making its recommendations, the study group advised that it be authorized to look into means of improving present marking and lighting standards.

It also recommended that the AGA-NS3 standard be revised to require hazard beacons to be placed at appropriate positions on radio-tv towers (as now provided by Part XVII of the FCC regulations).

FCC regulations regarding lighting are stricter than the CAA's requirements, it was understood.

Found Adequate

The group found that the intensity of hazard beacons — these are the flashing warning beacons required on all towers more than 125 ft. above the ground—was adequate for darkness and average twilight.

However, towers do not stand out so well in low-level daylight or in rain and fog conditions, the report stated.

Charles A. Douglas, National Bureau of Standards scientist, reported that orange colored structures can be seen against the sky 1.8 miles away in daylight or twilight when visibility is three miles.

Due to the changing contrasts of the earth, Mr. Douglas said, orange colored structures are never more visible than the best distance for a sky background when visibility is three miles.

On the other hand, hazard beacons can be seen from 3.7 to 4.7 miles away on a dark night, 2.8 to 3.7 miles away in average twilight and 1.4 to 2.2 in bright twilight when visibility is three miles, Mr. Douglas estimated.

In a personal report by the Army member of the group, the 1,000-ft. tower of WHUM-TV Reading, Pa., was identified at two to three miles, and its guy wires at 200 yards where flight visibility was 10 to 15 miles and ground visibility was unrestricted. "HAZ" hazard markings on the ground were undetectable, the Army representative said, due to the screening effect of the tree foliage.

The CAA reported that from May 1950 to November 1953, there were nine accidents involving civil aircraft and radio or tv towers. Three involved collisions with guy wires, the CAA said.

Radio-tv towers involved were those of KWAK Stuttgart, Ark., 1950; KSDN Aberdeen, S. D., 1951; KXLA El Monte, Calif., 1951; WHUM-TV Reading, Pa., 1953; WPTR Albany, N. Y., 1953; WBCK-TV Battle Creek, Mich., 1953.

The other accidents involved a Rural Electrification Administration tower at Louisville, Ga., 1951; Florida Light & Power Co. radio tower, Melbourne, Fla., 1951, and Duke Power Co. tower, Spartanburg, S. C., 1953.

All, except the Spartanburg accident, occurred in daylight hours. All, except the Albany, N. Y., case, involved private planes. In the case of the Stuttgart, Ark., incident, the pilot escaped unharmed; the other accidents were all fatal to personnel in the aircraft. These included 28 deaths when an American Airlines passenger plane struck one of the towers of the WPTR three-element array, and former Michigan Gov. Kim Sigler and three passengers in the Battle Creek casualty.

Air Force, Army Collisions

The Air Force reported four major accidents between May 1950 and May 1954 involving AF aircraft and radio towers—but only two were in the U S. They were not identified. The Army reported that as of May 1954, only three aircraft had collided with antenna structures, two of these in the U. S. These, also, were not identified.

In a report submitted by the FCC, the number of radio-tv towers 500 ft. and over above ground was given as 236 as of May 20, 1954. Of these, nine are over 1,050 ft., the report said. Of the 236 towers, 135 are tv, 28 radio-tv and 73 radio only, the Commission reported.

The FCC also reported that there are 95 CPs for towers over 500 ft., of which 10 are over 1,050 ft. above ground.

There are 16 applications for towers above 1,050 ft., the FCC said, and a total of 92 for towers above 500 ft. However, the Commission warned, not all of these applications will be granted, since some are in contest.

The *ad hoc* committee comprises representatives of the Air Force, Army, CAB, CAA, FCC and Navy, and the following associate members: Assn. of Federal Communications Consulting Engineers, Air Line Pilots Assn., Aircraft Owners and Pilots Assn., Air Transport Assn., Federal Communications Bar Assn., National Assn. of Radio-Tv Broadcasters, National Assn. of State Aviation Officials, National Aviation Trades Assn., and Radio-Electronics Tv Manufacturers Assn. Invited to send delegates were antenna and tower manufacturers and lighting firms.

Birthday for Nippon Tv

FIRST anniversary of Japan's Nippon Television Network yesterday (Sunday) was to have included showing of a specially-prepared television film in which U. S. Information Agency Director Theodore C. Streibert paid tribute to the network's founders for their progressive spirit in bringing tv to the Japanese people. Mr. Streibert described in his message his visit to see the network operation during a recent trip to Japan. NTN was the Orient's first commercial tv service.

Record of Good Will

A RECORD which was flown around the world in 1938 to record messages of good will and "reflecting the friendship of the peoples of the world in a common bond of brotherhood," last week was contributed to the Library of Congress.

Rep. Charles R. Jonas (D-N. C.) presented the record in a talk on the House floor. Voices of persons from many lands were recorded on the disc as it was flown around the world in 1938 in a celebration of National Airmail Week.

Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard Broadcasting Co., operator of WBT-WBTV (TV) Charlotte, was the originator and organizer of the idea. He had been named by then Postmaster General James A. Farley as radio chairman of a national committee for the observance. Mr. Crutchfield gave the record to Rep. Jonas to present to the Library of Congress.

Deadline for Comments On Radiation Extended

DEADLINE for comments on FCC's proposed revision of Part 15 of its rules to curb interference from incidental radiation and restricted radiation devices was postponed by the Commission last week until Oct. 15. The Commission acted at the request of National Community Television Assn. and Jerrold Electronics Corp., principals in the community antenna system field which also would be affected by the proposal.

Meanwhile, before the Commission announced the postponement, Radio-Electronics-Television Mfrs. Assn. petitioned for continuance until Feb. 1, 1955, pending completion of technical studies by task committees. A preliminary report is expected by Jan. 1.

Dr. W. R. G. Baker, vice president of General Electric Co. and chairman of the RETMA Spurious Radiation Committee and director of the RETMA Engineering Dept., wrote FCC Chairman Rosel H. Hyde:

RETMA is vitally interested in the establishment of a sound practical rule for allowable radiation from restricted radiation devices. For this reason a great deal of voluntary effort, numbering many thousands of man hours, has been expended under RETMA sponsorship in establishing many of the facts concerning radiation from certain of said devices. This has culminated in the recommendation of practical radiation limits for oscillator radiation from fm and tv receivers, and sweep radiation in the am broadcast band. . . .

It is gratifying to the RETMA to note that this work has been recognized by the FCC, and the results have been largely incorporated in the proposed rule as set forth in Docket No. 9288.

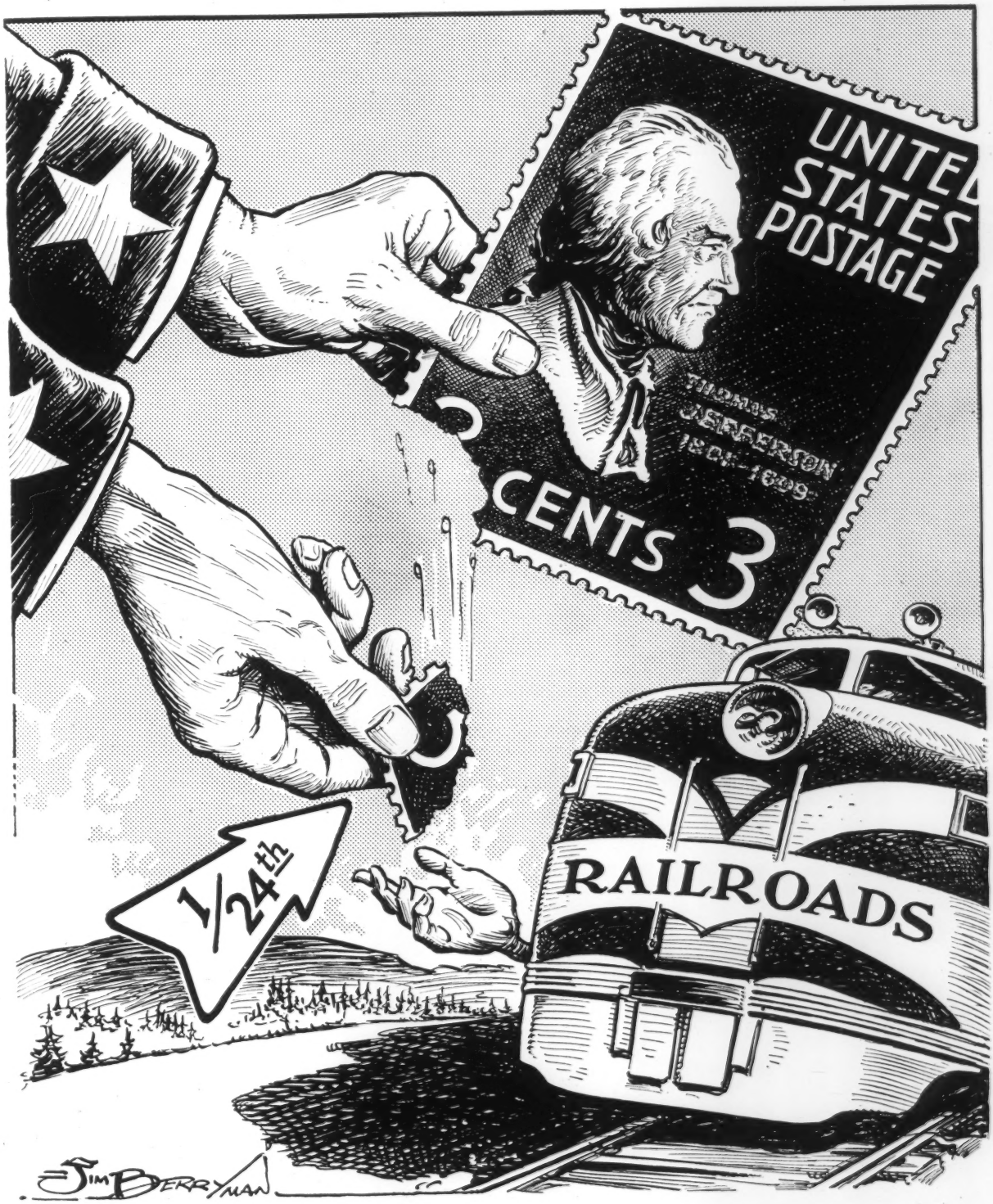
However, a careful and serious study of Docket No. 9288 by the Committee on Spurious Radiation, and other members of the industry has resulted in a recommendation that this proposed rule be modified in certain important respects before adoption.

For instance, it is noted that no limits have been placed on conducted interference over power lines from such devices as the sweep circuits of tv receivers. RETMA findings indicate that this is by far the most serious aspect of this type of interference, being of much more concern than the direct electromagnetic radiation.

It is also noted that limits have been proposed for various devices that have not yet to our knowledge been adequately studied by RETMA, or, so far as is known, any other industry technical groups. Likewise limits have been proposed for tv receivers for portions of the spectrum that have not yet been thoroughly studied, such as sweep radiation above and below the 540-1600 kc broadcast band. . . .

RETMA recognizes the tremendous value of

LOWEST COST LETTER CARRIER



for the **ASSOCIATION OF AMERICAN RAILROADS**

this proposed rule, and the far reaching effects it will have on the radio, television and electronics industries. RETMA is also cognizant of the importance of having the rule based on firm ground and believes that a vast amount of work must yet be accomplished in order to establish the proper facts and philosophies for making the proposed rule completely sound and practical.

Dr. Baker recommended the following procedures and asked that further consideration of the proposed rule be postponed until they can be carried out:

(1) RETMA establish technical task forces for each type of equipment affected by the proposed rule. These task forces are to ascertain the facts regarding current radiation from their particular types of equipment, and the economics of achieving the proposed values, or of recommending other values if the proposed values are found to be impractical or unnecessary or inadequate. (2) Institute of Radio Engineers establish methods of measurement for each type of equipment, and for each portion of the frequency spectrum involved. This is vitally necessary, and must be accomplished before any specified limits have any significant value. (3) FCC review and reestablish the philosophy of ascertaining desired ultimate limits.

RETMA has had certain task forces and committees actively working for a long time on fm and tv receivers, Dr. Baker said, and task forces are currently being formed for other devices such as carrier current equipment, fixed and mobile communication equipment, test equipment and miscellaneous devices, community antennas and radio receivers (particularly short wave).

In separate comments, NARTB generally approved the Commission proposal. Ivy Network, representing seven campus carrier current stations at "Ivy League" colleges, indicated it would favor licensing of the wired-wireless outlets.

COURT REVERSES FCC IN ALLENTOWN CASE

Seven-year-old am controversy is thrown back into the Commission's lap.

FUTURE of 1320 kc in northeastern Pennsylvania was thrown up for grabs last week when the U. S. Court of Appeals in Washington reversed the Commission and remanded the case for further action for the second time in seven years. WHOL Allentown is at present operating on that frequency with 250 w, but the Commission had awarded the grant to the *Easton Express* (WEEX-FM-TV).

In a split decision, which is felt in some quarters to restrict the FCC severely in overruling its examiners' recommendations, the Court held that the Commission erred in declaring that no significant difference existed in the ability of the applicants to serve their respective communities.

This was the nub of the court's 1949 ruling remanding the original grant to the FCC for "findings upon the comparative needs of the two communities for new radio service and the relative abilities of the applicants to serve the greater need."

The case began in 1945 when Allentown Broadcasting Corp. and Easton Publishing Co. applied for the 1320 kc frequency. The Commission made the grant to Allentown in 1947. Easton appealed, and the 1949 remand followed. After a 1950 hearing, the examiner recommended a repeat grant to WHOL. This was reversed by the FCC, which issued a final grant to Easton. Allentown then appealed and the case was argued early this year and last week's decision followed.

Circuit Judge David Bazelon wrote the majority opinion, in which Judge Wilbur K. Miller joined. Judge E. Barrett Prettyman issued a strong dissent.

VICTORY SMILE of Fred Hall (c), winner of the Kansas Republican gubernatorial primary election, is reflected by his wife when both appeared on WIBW-TV Topeka after it was apparent that Mr. Hall had won. Art Holbrook, WIBW-TV manager, conducts the 1 a.m. interview.

In denying that the Commission had any basis for determining that both applicants were equal in ability to serve their respective communities, the majority virtually seconded the examiner's findings that the Easton applicant was uncertain regarding program plans, reluctant, evasive and lacking in candor, and susceptible of being found monopolistic in the concentration of communications media.

In what is considered a most significant part of the court's ruling, the majority said the Commission had no right to overrule the examiner with respect to the credibility of witnesses.

The FCC could not, the court majority said, determine witnesses' behavior on the "cold record." Only the examiner could do that, the court opinion said, since he was present and was capable of judging a witness' demeanor, bearing and delivery. This is in line with the 1951 Circuit Court decision in the National Labor Relations Board v. Universal Camera Co. case, it said.

It also said that the Commission was mistaken in reversing the examiner's findings that Allentown was more deserving of additional radio service than Easton.

The court also claimed that the Commission's use of the criteria of local service—the FCC found that there was little difference in requirements for additional service by either community and therefore the fact that Allentown had three local stations vs. Easton's one should play a part—was a "gloss on Sec. 307(b) of the Communications Act." This is the provision that the Commission must ensure a fair, efficient and equitable distribution of radio frequencies among the states and communities.

In his vigorous dissent, Judge Prettyman took issue with the majority in what he virtually called trying the case. Only the Commission has the right to make a decision on who should be chosen to receive a radio grant, he said. In this case, he said, the court seems to be telling the Commission how to rule.

Judge Prettyman complimented the Commission. He said: "I have never seen more meticulous compliance with the requirements for findings by an administrative agency. There are sixty printed pages of them. They are full, understandable, and abundant in references to the evidence.

"The reasoning upon which the Commission reached its ultimate decision is clearly stated and is fully justified by the record. . . ."

After warning that the court can only make sure the Commission acted constitutionally and according to its statutory authority, Judge Prettyman added: "I think it did so in this case and I do not even formulate, much less express, any view upon the merit of its judgment."

In another paragraph, Judge Prettyman declared that the "parade of witnesses is not a popularity contest" in discussing the Commission's right to overrule the examiner's question of credibility based on demeanor or delivery.

He concluded his dissent with: "It seems to me that the court is merely substituting its judgment for the judgment of the Commission as to which of these two applicants should have the license. It has no power to do this."

$7 Uhf Tax Credit Bill Dies in Senate

DEATH of a House catch-all tax bill containing a provision for a $7 excise tax credit on uhf-equipped tv sets was practically assured late last week as weary Senators kept their attention on "must" legislation in their hurry to leave Washington.

The bill, passed over on the Senate calendar Wednesday for the second time in as many weeks, had been nurtured by its supporters late last week in hopes of last-minute approval by the Senate. The uhf tax credit amendment was said to have several opponents.

This amendment also would have exempted from excise taxes some parts used in the manufacture of "non-taxable articles" (electronic) for the military, municipalities, etc., and for "non-entertainment type" radio and tv parts other than tubes and cabinets.

The $7 tax credit for uhf sets proposed in the bill (HR 6440) was what remained of an original proposal by Sen. Edwin C. Johnson (D-Colo.) that uhf-equipped tv sets be exempted from the 10% excise tax.

The Senate Finance Committee added the $7 tax credit amendment after listening to Sen. Johnson's proposal for a complete excise tax exemption for uhf sets [B•T, Aug. 2]. The Senate group also had listened to a Treasury Department official argue against it and the $7 plan.

Several varying amendments to the bill reportedly had been prepared by Senators. As originally passed by the House last year, it dealt with taxes on income of trusts, but a number of amendments on various tax matters had been added since on the Senate side.

Meanwhile, additional details of an Aug. 13 letter on uhf tuners, from Sarkes Tarzian, tv tuner manufacturer, to the Senate Commerce Committee [AT DEADLINE, Aug 16], were disclosed last week.

Mr. Tarzian, who had told the Senate group in the letter that he could furnish a full-range uhf tv tuner which would be simple to install for $7, criticized the use of single-channel "strip" tuners.

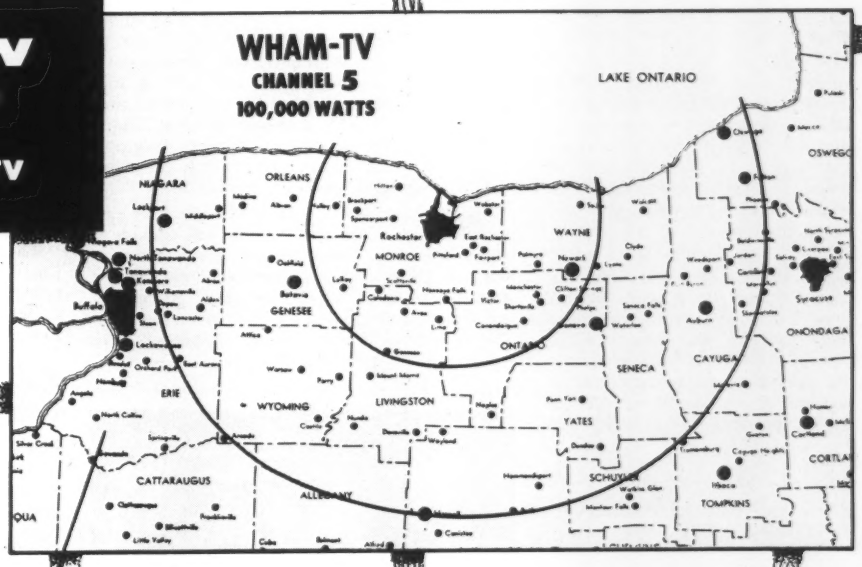
He said in the letter that no strip can accommodate all 70 uhf channels and the cost for each would be $20 for installation and alignment, making the charge several hundred dollars for 70 channels.

He said strips are "the easy way out," and that strip tuners are inferior to full range tuners in fringe reception.

The Senate Finance Committee reportedly arrived at the $7 tax credit figure after receiving information from Mr. Tarzian on his full-range uhf tuner [B•T, Aug. 2].

"Take 5" to do the Best TV Sales Job in Western New York

now 100,000 watts WHAM-TV



Rochester's most powerful station—now telecasting on 100,000 watts—extends its leadership and coverage to 17 sales-producing counties.

When you want your product to gain first position in this area, use WHAM-TV—the first TV station that's still first.

*Sales Management 1954

***population . . . 1,029,200 homes . . . 315,050**

WHAM-TV CHANNEL 5

Rochester N.Y.'s MOST POWERFUL Station

KFBC-TV 'BUDGET' STATION APPROVED

FCC authorizes the Cheyenne outlet to build a new tv station in Scottsbluff, Neb., that will, in the main, rebroadcast KFBC-TV's programs.

APPARENTLY getting the jump on its own plan to authorize budget uhf stations and uhf satellites, FCC last week approved a comparable operation in the vhf band. The Commission awarded ch. 10 at Scottsbluff, Neb., to ch. 5 KFBC-TV Cheyenne, Wyo., whose programs substantially will be rebroadcast by the Scottsbluff economy outlet by off-the-air pickup [B•T, July 5].

To be operated with four men and to feature some local programming by film coverage, the Scottsbluff station will be constructed for an estimated $67,000 with first year operating cost $48,000. To be located about 10 miles south of Scottsbluff, the station's effective radiated power will be 12.3 kw visual and 6.17 kw aural with antenna height above average terrain 620 ft.

Two weeks ago, as an effort to spur uhf development, the Commission announced that after Sept. 1 it will consider applications on a case-by-case basis for new uhf stations which will not be required to telecast local programs [B•T, Aug. 9]. These might be satellites of existing uhf stations or vhf outlets as well as distinctly new, independent ventures in new markets.

Duopoly Would Be Waived

In cases where the new uhf outlets are satellite to an existing station and located in adjacent communities, FCC said it would waive its duopoly rule if good cause is shown. In all other respects, the new uhf budget stations must meet FCC rules and standards. These include the multiple ownership rule and various technical standards as to coverage of the principal city, minimum power and antenna height.

Although FCC indicated the purpose of the plan is to help uhf development by enabling uhf stations to expand their coverage with satellites so as to more nearly equal vhf coverage, certain segments of the uhf industry have voiced opposition on the ground it actually will hurt the new medium [B•T, Aug. 16].

Comr. Frieda B. Hennock, in her dissent to the majority's plan, contended it would be the death blow to uhf since it would allow vhf stations to "gobble up" uhf assignments and smother uhf competition by duplicating top quality network shows via the satellite.

KFBC-AM-TV Cheyenne are operated by Frontier Broadcasting Co., headed by Robert S. McCracken and affiliated in ownership with Cheyenne Newspapers Inc., publisher of the *Wyoming State Tribune* and *Eagle*. KFBC-TV is affiliated with all four national tv networks and reports set circulation of 46,100 in its area.

In its application, Frontier proposed a combined transmitter-studio building for the Scottsbluff outlet "in the interest of efficient and economical operation which is essential to the establishment of a local tv station in this relatively sparsely settled area."

On the basis of a detailed study of the area, Frontier told the Commission "that the only feasible manner in which it can establish a television station at Scottsbluff is by utilizing in large part the programs broadcast by the applicant's KFBC-TV. . . . These programs will be rebroadcast in the Scottsbluff area by means of off-the-air pickup of the KFBC-TV signal."

Frontier told FCC two methods will be used to provide "an outlet for local self expression to the persons living in the Scottsbluff area. First, a 16 mm sound motion picture camera, a tv film camera and a slide projector will be in the station's equipment and a staff will be employed to take sound motion pictures of local events such as local celebrations, civic events, athletic events and political contests for broadcast over the proposed station.

"As soon as possible, and certainly within the first three year license period, live studio cameras are proposed to be added. Prior to such addition, the local programs broadcast by means of motion picture cameras will be augmented from time to time by the appearance before the KFBC-TV cameras of local Scottsbluff personages in connection with programs of interest to the entire area, which programs will be broadcast over both stations."

Frontier's application explained the four employes at the Scottsbluff station will include a station manager, two engineers and a program man. A balance sheet submitted with the bid showed that as of April 30 Frontier Broadcasting had total assets of $252,968, including $57,181 in current assets. Current liabilities were $46,755 and surplus $83,212.

STEVE McCORMICK (l), moderator of NBC-TV's *Youth Wants to Know*, introduces Clement Wagner, first place winner in the Third Annual Teen Age Roadeo, held in Washington early this month, to Sen. Homer Ferguson (R-Mich.). Young Clement, of Kansas City, appeared on the NBC program and quizzed Sen. Ferguson on world affairs.

Watkins Won't Lift Bar Against Radio-Tv

THE SPECIAL Senate Committee to investigate the resolution to censure Sen. Joseph R. McCarthy (R-Wis.) is not likely to back down on its decision to bar radio and television from its hearings starting Aug. 30, Sen. Arthur V. Watkins (R-Utah), chairman of the group, said last week.

In a letter to Joseph F. McCaffrey, secretary of the Radio-Tv Correspondents' Assn.'s executive committee, Sen. Watkins said the group is "acting in the best public interest" in barring radio recording and television, newsreel and still cameras.

Mr. McCaffrey was among radio-tv industry representatives who protested a decision by the six-man Senate investigating group to bar all media but the press [B•T, Aug. 16].

Sen. Watkins said the three Republican and three Democratic senators felt they were following "the intent of the Senate as a whole in prescribing a judicial, or quasi-judicial atmosphere for these proceedings." The restriction against cameras and recording devices, he said, is similar to that in effect in the Senate itself. He added:

"We do not feel that we are being unfair or discriminatory to anyone in the rulings we have made. Rather, we feel that we have acted and are acting in the best public interest."

Sen. Watkins quoted Sen. William F. Knowland (R-Calif.), who proposed the censure hearing resolution (S Con Res 301), and other senators who participated in debate on the resolution on the radio-tv question. Sen. Knowland had said:

"I certainly hope that the proposed committee would not open up its hearings to television and similar activities. I am merely expressing my own feelings in the matter, but I think such hearings should be conducted in as nearly a judicial atmosphere as it would be possible to achieve. . . ."

The Senate group also includes Sens. Frank Carlson (Kan.) and Francis Case (S. D.), Republicans, and Edwin C. Johnson (Colo.), John C. Stennis (Miss.) and Sam J. Ervin Jr. (N. C.), Democrats.

KWK-AM-TV Merger Plan Filed for FCC Approval

FORMAL papers for FCC approval to merger of applicants for ch. 4 at St. Louis into KWK-AM-TV were filed last week, preceded by application for sale of KXOK Inc., there [B•T, Aug. 16].

KWK-AM-TV, now owned by Robert T. Convey and associates and the St. Louis *Globe-Democrat*, after FCC approval will be 28% owned by Mr. Convey and his associates, 23% by the *Globe-Democrat*, 23% by KSTP-AM-TV Minneapolis-St. Paul, 23% by KXOK Inc. and 3% by St. Louis residents of Missouri Valley Television Co. KSTP, KXOK and Missouri Valley were contestants with KWK for ch. 4.

In the KXOK sale, the station is to be assigned by Elzey M. Roberts Sr. family ownership of KXOK Broadcasting Inc., a new firm 75% owned by Elzey M. Roberts Jr. and 25% by C. L. Thomas, present KXOK general manager. Consideration is about $300,000 in cash and stock. Both Messrs. Roberts Jr. and Thomas withdraw from KXOK Inc.

KWK Inc. stock, according to the application, is to be sold for $14.64 per share to the former ch. 4 competitors in the following amounts: Missouri Valley 1,845 shares; KSTP Inc. and KXOK Inc., each 14,145 shares. The KWK Inc. balance sheet showed that as of June 30 the firm had total assets of $1,070,851, of which $127,031 represented current assets. Current liabilities were $67,096 and surplus $562,543.

Senate Clears Copyright Bill

THE SENATE cleared for the White House last week a House-passed bill to amend U. S. copyright laws to conform to the 1952 Geneva International Copyright Convention.

The bill, if signed into law by the President, would protect U. S. authors from piracy in countries which are signatories to the international agreement. It also specifies an international copyright symbol.

In passing the bill (HR 6616), the Senate postponed indefinitely a companion Senate bill (S 2559).

2.6 Million Tv Sets Shipped in First Half

FACTORIES shipped 2,667,603 television receivers to dealers during the first six months of 1954, according to Radio-Electronics-Tv Mfrs. Assn. This figure is below the 3,022,250 sets shipped in the same six months of 1953.

State	Total	State	Total
Alabama	40,998	New Hampshire	13,109
Arizona	12,605	New Jersey	76,997
Arkansas	40,155	New Mexico	9,433
California	189,153	New York	252,952
Colorado	22,046	North Carolina	68,849
Connecticut	36,915	North Dakota	9,481
Delaware	5,431	Ohio	127,604
Dist. of Col.	16,219	Oklahoma	37,719
Florida	76,823	Oregon	30,939
Georgia	68,756	Pennsylvania	166,783
Idaho	18,918	Rhode Island	8,636
Illinois	165,380	South Carolina	35,460
Indiana	78,281	South Dakota	8,410
Iowa	57,492	Tennessee	58,195
Kansas	42,310	Texas	150,968
Kentucky	29,668	Utah	9,836
Louisiana	58,291	Vermont	7,646
Maine	43,159	Virginia	44,832
Maryland	30,709	Washington	45,156
Massachusetts	73,046	West Virginia	30,601
Michigan	105,022	Wisconsin	65,479
Minnesota	45,440	Wyoming	3,605
Mississippi	25,344	U. S. TOTAL	2,660,873
Missouri	76,433	Alaska	1,556
Montana	11,258	Hawaii	5,174
Nebraska	25,648	GRAND TOTAL	2,667,603
Nevada	2,683		

'Talent Scouts,' 'Defender' Top Trendex Tv Ratings

TRENDEX Inc. reported last week that CBS-TV's *Talent Scouts* and *Public Defender* ranked in first and second place, respectively, among the top 10 network sponsored shows for the week of Aug. 1-7. Complete listing follows:

1. Talent Scouts (CBS)	32.7
2. Public Defender (CBS)	28.7
3. Dragnet (NBC)	27.1
4. Best of Groucho (NBC)	24.8
5. What's My Line (CBS)	22.3
6. Masquerade Party (CBS)	22.1
7. Justice (NBC)	20.8
8. Toast of the Town (CBS)	20.5
9. Burns & Allen (CBS)	19.2
10. Our Miss Brooks (CBS)	19.1

Listening, Reading Habits Of Women Shoppers Compared

MOST women listen to the radio every day and also look at a newspaper, but whereas the younger women (in the under-30 group) spend the most time listening to their radios, they spend the least time reading their newspapers, according to a survey by WFBG Altoona, Pa., and reported by *Department Store Studies*. Made during the last week of May and first week of June, with interviews of 300 women shoppers so distributed as to be representative of business and traffic in the Altoona shopping district, the study showed the under-30 group of women spend an average of 4.4 hours a day in radio listening (5.2 hours for listeners only) to 0.9 hours spent in newspaper reading.

ARF Lists Investigators Of Motivation Research

ADVERTISING Research Foundation distributed to members last week a "Directory of Social Scientists Interested in Motivation Research," the fourth report of ARF's "tooling-up" program on motivation research.

Listed in the directory is information about 157 psychologists, sociologists, and cultural anthropologists—primarily educators—who consider themselves qualified to conduct or advise on consumer studies for advertisers, advertising agencies and advertising media. ARF noted that a geographical listing of the social scientists will enable the user to locate the help he may

Advertisement

From where I sit *by* Joe Marsh

Home Town "Interest"

Colonel Smith, president of our local bank, has been lending money to merchants in town at *less* than usual interest rates.

"Don't get the idea this plan of ours is charity," the Colonel told me. "It's not even philanthropy—just sound business!

"Money that makes our shopping district more attractive brings in more money. It'll help the bank in the long run. So I'm glad to make funds available—cheap."

From where I sit, the Colonel has some sentimental reasons—as well as "hard-headed" business ones—for wanting to see our town spruced up. But you don't have to be a banker to be a good neighbor. One way is just to have a little regard for the other fellow, especially his personal preferences. I don't expect everyone to agree with me all the time, but I know I can "bank" on the fellow who lets me enjoy a temperate glass of beer while he has his buttermilk.

Joe Marsh

Copyright, 1954, United States Brewers Foundation

need in conducting a study in a particular area.

ARF also pointed out that the publication and design were undertaken to implement a "Directory of Organizations Which Conduct Motivation Research," published by ARF in May, so that subscribers will have up-to-date information on what assistance is available when they are considering motivation studies.

'Dragnet,' 'Ford Theatre' Top Nielsen Video Ratings

TWO NBC-TV programs, *Dragnet* and *Ford Theatre*, led the National Nielsen Ratings of the top 10 tv programs, based on a survey for survey for the two-week period ending July 24. The complete list:

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	Dragnet (NBC)	10,883
2.	Ford Theatre (NBC)	8,628
3.	Pabst Blue Ribbon Bouts (CBS)	8,490
4.	Public Defender (CBS)	8,465
5.	Toast of the Town (CBS)	8,168
6.	This Is Your Life (NBC)	7,969
7.	Robt. Montgomery (Johnson) (NBC)	7,783
8.	Masquerade Party (CBS)	7,522
9.	Best of Groucho (NBC)	7,384
10.	Westinghouse Theatre (CBS)	7,275

Percent of Tv Homes Reached

Rank	Program	Homes %
1.	Dragnet (NBC)	37.5
2.	Ford Theatre (NBC)	31.5
3.	Pabst Blue Ribbon Bouts (CBS)	29.5
4.	Public Defender (CBS)	29.3
5.	Toast of the Town (CBS)	28.8
6.	This Is Your Life (NBC)	28.8
7.	Robt. Montgomery (Johnson) (NBC)	26.8
8.	Masquerade Party (CBS)	26.1
9.	Red Skelton Revue (Frigidaire) (CBS)	25.9
10.	Westinghouse Theatre (CBS)	25.5

Copyright 1954 by A. C. Nielsen Co.

Pulse Scores 'Dragnet', 'Howdy Doody' in First

NBC-TV's *Dragnet* led the top 15 once-a-week shows and *Hoody Doody* led the top 10 multi-weekly shows, according to the Pulse listing for July. List as follows:

			Rating July	Rating June
Dragnet	NBC	Thurs.	35.4	43.3
Stage Show	CBS	Sat.	32.0	
Best of Groucho	NBC	Thurs.	28.3	38.6
Toast of the Town	CBS	Sun.	27.9	32.1
Ford Theatre	NBC	Thurs.	26.1	32.4
Godfrey & His Friends	CBS	Wed.	25.4	30.2
Godfrey's Talent Scouts	CBS	Mon.	25.3	30.0
Public Defender	CBS	Mon.	25.2	
What's My Line?	CBS	Sun.	25.0	28.4
Burns & Allen	CBS	Mon.	24.7	28.2
Boxing	CBS	Wed.	24.1	
Our Miss Brooks	CBS	Fri.	24.0	31.2
This Is Your Life	NBC	Wed.	23.5	29.2
Tv Playhouse	NBC	Sun.	23.4	28.9
Studio One Summer Theatre	CBS	Mon.	23.1	

TOP 10 MULTI-WEEKLY SHOWS

			Rating July	Rating June
Howdy Doody	NBC	Mon.-Fri.	13.9	15.4
Arthur Godfrey	CBS	Mon.-Thurs.	12.1	12.9
Camel News	NBC	Mon.-Fri.	12.1	14.2
Search for Tomorrow	CBS	Mon.-Fri.	11.8	12.0
Guiding Light	CBS	Mon.-Fri.	11.3	11.3
Love of Life	CBS	Mon.-Fri.	10.8	11.1
Strike It Rich	CBS	Mon.-Fri.	10.7	11.3
Tv's Top Tunes	CBS	Mon.-Wed.-Fri.	10.2	
Art Linkletter	CBS	Mon.-Fri.	10.1	
Big Payoff	CBS	Mon.-Fri.	9.8	
Garry Moore	CBS	Mon.-Fri.	9.8	
Valiant Lady	CBS	Mon.-Fri.	9.8	

Videodex Top-Ten Spot Shows*

JUNE 26 - JULY 2, 1954

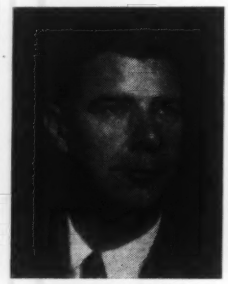
	Program	% of Tv Homes	No. of Cities	No. Tv Homes (000's)
1.	I Led Three Lives (Ziv)	21.1	114	6,185
2.	Liberace (Guild Films)	20.0	109	5,168
3.	Favorite Story (Ziv)	15.9	80	3,684
4.	Annie Oakley (CBS-TV Film Sales)	15.6	57	3,543
5.	Waterfront (United Tv Programs)	15.1	49	2,033
6.	Badge 714 (NBC Film)	15.0	124	4,316
7.	Life With Elizabeth (Guild Films)	14.5	56	2,715
8.	Wild Bill Hickok (CBS Tv Film)	14.2	72	3,712
9.	Mr. District Attorney (Ziv)	14.0	77	3,891
	The Lone Wolf (United Tv Program)	14.0	29	996
10.	Foreign Intrigue (Wm. Morris Agency)	13.7	46	2,849

* Programs appearing in a minimum of 20 markets.

FOX, WELLS BUYS KFSD-AM-TV CONTROL

New York investment firm acquires ownership in San Diego stations, sold by Airfan Radio Corp. New firm is KFSD Inc.

SALE of KFSD-TV, ch. 10 NBC affiliate in San Diego, and its companion radio station KFSD, was announced last Thursday, subject to FCC approval. The properties have been bought for $2.8 million by a newly-formed corporation, KFSD Inc., with James G. Rogers Jr. of New York City and New Canaan, Conn., as president [CLOSED CIRCUIT, Aug. 16, 9].



MR. ROGERS

MR. McDANIEL

Controlling owner of the new corporation is the New York investment firm of Fox, Wells & Co., about 30% owner of ch. 14 WWOR-TV Worcester, Mass.

Involved in the KFSD transaction is all of the capital stock of Airfan Radio Corp. Ltd., licensee of the properties. It presently is owned two-thirds by veteran San Diego broadcaster Thomas W. Sharp and one-third by a group of 42 San Diego business and professional leaders.

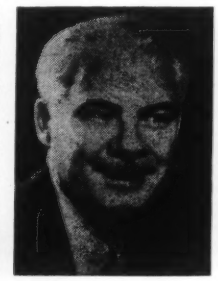
In addition to all the television and radio equipment of Airfan and various leaseholds and contracts, the purchaser will acquire a substantial amount of real estate. Net quick assets are not included in the purchase price.

Mr. Rogers, an associate in Fox, Wells & Co., is a former vice president and general manager of Benton & Bowles Inc. and one time account executive for Lord & Thomas. He was deputy director of the Office of Price Administration during 1943-46.

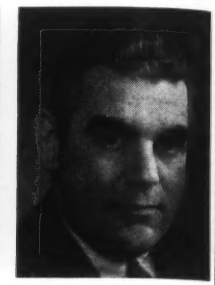
Other directors of the purchasing corporation include Glen McDaniel, partner in the New York law firm of Lundgren, Lincoln, Peterson & McDaniel, president of the Radio-Electronics Television Mfrs. Assn. and former general counsel of RCA, and William T. Lane, Syracuse advertising agency owner, former president of the now WLWA (TV) Atlanta and former general manager of WAGE Syracuse.

Principals of Fox, Wells & Co. include George A. Wells of South Bridge, Conn., former president of American Optical Co.; Haywood Fox, managing partner, Fox, Wells, New York City, and former executive of American Optical Co.; R. Bowling Barnes, third partner, who is a physicist and former instructor at Johns Hopkins U. and Princeton U. and former director of American Optical Co. and American Cyanamid Co.

Fox, Wells & Co. is substantial stockholder (minority but controlling by reasons of wide diversification—about 40%) in Olympic Radio & Television Inc., manufacturer of radio and tv receivers and parts. It owns entirely or in part several community antenna systems in Pennsylvania, West Virginia and Alabama.



MR. LANE



MR. FOX

Faust to Become WJRT (TV) Station Mgr.

A. DONOVAN FAUST, co-manager of WENS (TV) Pittsburgh, has been appointed station manager of WJRT (TV) Flint, Mich., effective Sept. 1, according to a joint announcement by John F. Patt, president, and Worth Kramer, vice president and general manager of WJRT and WJR Detroit.

MR. FAUST

Mr. Faust previously served as an executive with WBKB (TV) Chicago, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WDTV (TV) Pittsburgh. He also was an announcer, producer and actor with WXYZ Detroit for three years. He played the title role on *The Green Hornet*, which WXYZ originated for the ABC network.

WJNO-TV Begins Operation As 393d Operating Station

WJNO-TV West Palm Beach, Fla., the second station but first vhf there, was scheduled to begin regular programming yesterday (Sunday), increasing to 393 the number of operating tv stations. The ch. 5 station is affiliated with NBC and represented by Meeker Tv Inc. Opening day celebration was to include premiere showing of the *Florian ZaBach Show*.

WGR-TV Buffalo, N. Y., began commercial programming Aug. 14 with a complete schedule extending from 7 a.m. to 1 a.m., Monday through Friday, and 9 a.m. to 1 a.m., Saturday and Sunday. The ch. 2 station is affiliated with NBC and has agreements with ABC and DuMont. J. J. Bernard, general manager, reported. Excellent reception has been reported from

viewers in surrounding areas, including parts of Canada, the station said. WGR-TV is represented by Headley-Reed Tv Inc.

WCMB-TV Harrisburg, Pa., will become the DuMont affiliate there when it begins commercial operations Sept. 8, Elmore B. Lyford, DuMont director of station relations, announced last week. The ch. 27 outlet is owned by the Rossmoyne Corp., and will have an effective radiated power of 98.9 kw.

WCFM (FM) Washington Files for Reorganization

PETITION for financial reorganization pursuant to Chapter 10 of the U. S. Code has been filed in Federal District Court by WCFM (FM) Washington, the station reported last week. No change in program policy is planned at this time, according to W. M. Blaisdell, general manager.

Earlier, WCFM announced amendment of its by-laws to allow union groups to purchase stock in the independent outlet, already partly owned by cooperative groups. At the time interest in establishing a companion am station was indicated [B•T, July 12].

In its license renewal application, filed with FCC last week, WCFM submitted a balance sheet which showed that as of June 30 its deficit totaled $284,324.73. Total assets reported were $65,313.61, including $3,223.69 in current assets and nearly $24,000 for development, promotion and franchises. Total liabilities reported were $109,909.34, including $27,834.34 current liabilities. Capital stock issued totaled nearly $240,000 among some 50 stockholders.

Station operates 5-11 p.m. and is 33% commercial, FCC was told.

Larkins Named WFAA-TV Sales Promotion Manager

CHARLES E. LARKINS, formerly assistant sales promotion manager of KMBC-AM-TV Kansas City, has been named sales promotion manager of WFAA-TV Dallas, Ralph W. Nimmons, general manager of the ch. 8 station, announced last week.

MR. LARKINS

The appointment is part of an expansion of the station's overall promotion activities. Mr. Nimmons said. Joy Wright will continue to head the WFAA-TV audience promotion department while Mr. Larkins takes charge of the sales promotion functions.

Under the supervision of assistant general manager Terry Lee, the two promotional units plan a heavy advertising and publicity campaign in connection with WFAA-TV's power boost to 274 kw, with a new 12-bay antenna, on Sept. 26. Spokesmen said the power increase will expand the station's Grade A coverage area by 69%.

Before joining the KMBC stations approximately two years ago, Mr. Larkins was manager of the sales department of the Western Newspaper Union in Kansas City. He was in the Army Air Force during the war and is a member of SDX, professional journalism fraternity.

WSBB Management Changes

ACTIVE management of WSBB New Smyrna Beach, Fla., was assumed Monday by Austin Van Catterton, WMMB Melbourne Fla., general manager and 16 2/3% owner of WSBB, following FCC approval of WSBB's purchase by Mr. Catterton and Washington communications attorneys, Norman E. Jorgensen and Seymour Krieger [B•T, Aug. 9]. Sale price at the time of purchase of the1230 kc, 250 w unlimited facility was reported at $30,000. Mr. Catterton announced these additions to the WSBB staff: Beverly Fleming, formerly WMMB commercial manager, named director of advertising; Janet Boyd, also from WMMB, named woman's editor and Robert Whiteley, from WMOX Meridian, Miss., joins WSBB as chief engineer.

Lebhar of WMGM Named WAAT-WATV(TV) Vice Pres.

BERTRAM LEBHAR JR., who is leaving his post as director of WMGM New York on Aug. 31 after some 15 years with the station [B•T, Aug. 16], last week was named vice president and director of sales for WAAT-WATV (TV) Newark, effective Sept. 1.

In his new post, announced Wednesday by Irving Rosenhaus, president and general manager of Bremer Broadcasting Corp., licensee of WAAT and WATV, Mr. Lebhar will succeed William Crawford, who has resigned.

Mr. Lebhar has been in broadcasting for more than 20 years. He also is well known as sportscaster Bert Lee.

Charles F. Grisham has been appointed Commercial Manager of WABT, Alabama's **Best** in Television, operating with **maximum power** since 1953.

Mr. Grisham, who has been WABT's local sales manager since November, 1953 has extensive background experience in the radio-television field. Before coming to Birmingham from Atlanta he was Sales Manager of WLW-A (formerly WLTV). Prior to that time he was Assistant Program Director for WLW, Cincinnati, Ohio.

Other highlights of his career include: Radio Promotion Manager, The Ralston-Purina Company, St. Louis, Mo., Southeastern Manager, The Edward Petry Company.

A graduate of Alabama Polytechnic Institute at Auburn, Mr. Grisham early displayed outstanding leadership abilities. Active in sports, he was varsity shortstop and a member of the "A" Club. Other honors included: Business Manager of the College newspaper, membership in Omicron Delta Kappa and Spades, honorary leadership fraternities. He also served as an R.O.T.C. cadet Lt. Col. and was a member of Scabbard and Blade, National Military Fraternity.

Mr. Grisham served as a Major of the Field Artillery, U. S. Army during World War II.

ALABAMA'S BEST IN TV

WABT

Represented Nationally By BLAIR TV.

CROSLEY HEADS SET 'GROUP' AD PLANS

EXECUTIVE and sales representatives of Crosley Broadcasting Co. are meeting in Miami Beach, Fla., to consider "an entirely new concept in broadcasting media advertising." This concept is described as "The Crosley Group" plan.

Meetings opened last Wednesday and were to wind up today (Monday). The plan has two main targets: (1) To reach clients with the story of Crosley's three "basic group outlets" [WLWT (TV) Cincinnati; WLWC (TV) Columbus, and WLWD (TV) Dayton, Ohio] plus the two "optional group outlets" [WLWA (TV) at Atlanta and WLW (radio) Cincinnati] before the broadcast budget is given to the timebuyer and (2) to enter into competition for all mass media budget dollars through a carefully planned program.

The Crosley Group plan provides that advertisers must buy time simultaneoulsy in all the component supplements, using the same unit; rates quoted carry a discount reward for quantity buying, and the group is promoted and sold as an individual entity offering one market and one rate.

Harry Mason Smith, Crosley sales vice president, said, "A great amount of money, energy and thought has gone into this campaign. We think that it is a truly great program which will stir up real interest and acceptance for the Crosley Group among the nation's clients."

Crosley's extensive advertising campaign is designed to reach both client and agency. The story of "Wantmanship," emphasizing the movement of products, will be directed toward the clients.

Crosley executives describe the program as "the biggest independent advertising campaign ever directed at the client level." The "Wantmanship" theme is described as "Crosley's ability to sell products for the advertiser through superior talent, merchandising and promotion." The campaign will run at least until yearend, with emphasis on autumn months.

The national sales force will meet with clients personally and specific promotions are planned for each advertiser. Crosley talent will put "real sell" in their messages. Through audience promotion and sales ability of talent, Crosley will "instill in the vast consuming public the 'want' for the client's product." The Crosley merchandising staff will contact all retail outlets to convert "wants" into sales.

Powley Promoted

ALLAN T. POWLEY, veteran Washington engineer who has handled Presidential pickups and other major events for over a quarter-century, has been named chief engineer of Evening Star Broadcasting Co., operating WMAL-AM-FM-TV Washington. He succeeds Frank Harvey, who has resigned to take a new assignment.

MR. POWLEY

Mr. Powley in 1929 recorded the first sound track of a Presidential inauguration. He handled operation and installation work at WOR New York in the 20s and was master control supervisor at NBC Washington. He has been operations supervisor at WMAL-AM-TV.

KEY BUSINESS policies are discussed by these executives of Time Inc.'s radio-tv properties at a meeting in Denver. L. to r: G. Bennett Larson, president, KDYL-KTVT (TV) Salt Lake City, Utah; Hugh B. Terry, president and general manager, KLZ-AM-TV Denver; Weston C. Pullen Jr., Time Inc., and Wayne Coy, president, KOB-AM-TV Albuquerque.

Fred Chitty, KVAN-KOOS, Dies of Heart Ailment

FRED F. CHITTY, 56, general manager-secretary, KVAN Inc., Vancouver, Wash., and vice president-general manager, KOOS Coos Bay, Ore., died Aug. 6 from a heart attack at the Barnes Veterans Hospital, Vancouver.

MR. CHITTY

Mr. Chitty, who also was well known in the newspaper field, was for 20 years general manager of the *Daily Olympian,* Olympia, Wash., and editor and publisher for several years of the *Eugene* (Ore.) *News.* He joined KVAN and KOOS in 1944 and also served as vice president of KROW Oakland, Calif. All three stations are Sheldon F. Sackett enterprises.

In 1951, Mr. Chitty received the Oregon Press Assn. Grand Annual Radio Award for outstanding service to radio. He was a past president of the Washington State Assn. of Broadcasters and Washington State Allied Daily Newspaper Assn.

He is survived by his wife, a son, two daughters and eight grandchildren.

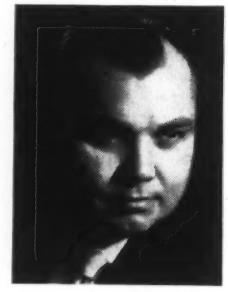
WGAR Capital Correspondent Target of Extortion Attempt

A SUSPECT charged with trying to extort $20,000 from Kay Halle, department store heiress and Washington correspondent for WGAR Cleveland, is being held by Cleveland police. The suspect, identified by police as James Howard Lett, was held after picking up a dummy package supposed to contain the $20,000 cash.

Miss Halle had gone to Cleveland Aug. 13 to attend the funeral of her father, Samuel Halle, board chairman of Halle Bros. Co. The threatening letter was received the next day. Ann Richards, a detective in the Halle Bros. store, impersonated Miss Halle in the trap that led to capture of the suspect. In 1952 Miss Halle was picked by a national magazine as one of the 10 most beautiful women in Washington.

WRDW-TV Names Hicks As Managing Director

JAMES W. HICKS, long active in Southern broadcasting circles, has been appointed managing director of WRDW-TV Augusta, according to Allan Woodall, Georgia station operator. WRDW-TV is a ch. 12 CBS-TV outlet. Mr. Hicks has been commercial manager of WDAK Columbus and before that had been general manager of WCOS Columbia, S. C., as well as commercial manager of WGST Atlanta.



MR. HICKS

WNYC Backs Tv Plans

SEYMOUR N. SIEGEL, director of municipally owned WNYC New York, went before the city's planning commission last week to ask that the past two years' $380,000 allocation for construction of a television station be continued in the new 1954-55 capital budget. The allocation had been made in previous budgets in anticipation of a tv grant from FCC, which issued the city a construction permit for a ch. 13 noncommercial station last May.

Two W. Va. Tv Outlets To Offer Joint Service

A NOVEL "consolidation" of a vhf with a uhf station was announced last week.

In what is believed to be the first such instance of its kind, ch. 49 WKNA-TV Charleston, W. Va., owned by Joseph L. Smith Jr., and ch. 4 WOAY-TV Oak Hill, W. Va., owned by Robert R. Thomas Jr., will link operations, effective Sept. 20 when WOAY-TV begins commercial operations. They will become a basic ABC affiliate. Mr. Smith's station (WKNA-TV) has been operating since last Sept. 17.

The linked operation is designed to bring maximum service to West Virginia viewers and maximum value to national spot advertisers, it was said.

The stations reportedly will be sold at a combined rate based on $300 for Class A hour time. Neither station will be sold separately, spokesmen emphasized. Weed Television will be exclusive national sales representatives for the operation.

Simultaneous programming will emanate from both transmitters: WKNA-TV's operating with 22.5 kw in Charleston and WOAY-TV operating from Oak Hill with a maximum power of 100 kw. A local loop will be maintained between both transmitters. Approximate distance between the two cities is 35 miles.

C. P. Persons Jr. Appointed KOTV (TV) V. P.-Gen. Mgr.

APPOINTMENT of C. P. Persons Jr., formerly vice president-manager of WABT (TV) Birmingham, Ala., as vice president - general manager of KOTV (TV) Tulsa, Okla., effective Sept. 1, has been announced by C. Wrede Petersmeyer, president of licensee KOTV Inc. In making the announcement, Mr. Petersmeyer said that he will continue as president of KOTV Inc. and Dick Campbell will remain as station manager. KOTV, basic CBS affiliate in the Tulsa area, has been on the air since 1949 and was purchased recently by J. H. Whitney & Co.

MR. PERSONS

Freed Signed by WINS

ALAN FREED, disc jockey on the *Moondog House* program on WJW Detroit for the past three years and known as "King of the Moondoggers," has been signed by WINS New York for approximately 24 hours of programming per week and also will be syndicated nationally by recordings, Robert J. Leder, executive vice president and general manager of WINS, announced last week.

Starting Sept. 7 his rhythm-and-blues records programs will be presented on WINS Mondays through Saturdays, Mr. Leder said. He reported that the national syndication plan offers one-hour and three-hour programs daily and said six stations, including WJW, already had been sold. Under a percentage-plus-minimum-guarantee, Mr. Leder said, Mr. Freed should receive from $75,000 to $100,000 annually.

WFMT (FM) to Triple Power

WFMT (FM) Chicago plans to triple its power from 8.34 kw to 28 kw and move its operation to a new location by Sept. 15, the station has announced. At the same time it was revealed that the "culture" station has raised $16,000 thus far in listener contributions enabling it to remain on the air through the summer.

The station, which programs serious music, poetry, discussion and drama exclusively, plans to move from present quarters at 4000 W. Washington Blvd. to 221 N. LaSalle St. Operating on 98.7 mc, it hopes to boost its listening range, with a new antenna of 571 feet and a 5 kw RCA transmitter, to include South Bend, Milwaukee and other points. It will operate from 6 p.m. to 1 a.m. weekdays and 3 p.m. to 12 midnight Sundays.

WMAQ, WNBQ (TV) Report Boom in Spot, Local Sales

NATIONAL spot and local sales business is booming at WMAQ and WNBQ (TV) Chicago, with new highs reached for the NBC o&o outlets during the first six months of 1954, it was announced last week by Charles V. Dresser, sales director of the outlets.

WNBQ showed a 33.7% gain in income compared to the first half of last year, taking into account frequency discounts, facilities charges and other factors, while radio sales of WMAQ came off 13.4% better than in January-July of 1953, on the same basis.

Accounting for the boost on the television side was a 47% increase in local sales and a gain of 24% for national spot. Accounting for the jump in radio was an increase of 19% in national spot and 5% in local sales.

KMAC - KLBS

reach more people (*) than live in

- Chicago
- Boston
- Philadelphia
- Los Angeles or Cleveland
- Detroit
- Seattle
- St. Louis

KMAC 27 YEARS OF SERVICE
HOWARD W. DAVIS, Owner
SAN ANTONIO, TEXAS
5000 WATTS
ON 630

KLBS 610 on Every Dial
HOWARD W. DAVIS, Pres.
GLENN DOUGLAS, Mgr.
HOUSTON, TEXAS
5000 WATTS
ON 610

* 4,135,752 people in the 0.5 MM contour

The Biggest Buy in the Biggest State!

Ask the Walker Representation Co., Inc.

Grisham to Head Sales At WABT (TV) Birmingham

CHARLES F. GRISHAM, local sales manager of WABT (TV) Birmingham, Ala., since November 1953, has been appointed commercial manager, the station announced last week.

Prior to joining WABT, Mr. Grisham was sales manager of WLWA (TV) Atlanta and assistant program director, WLW Cincinnati. During his earlier career he was radio promotion manager, Ralston-Purina Co., and southeastern manager, the Edward Petry Co., station representation firm.

MR. GRISHAM

It was announced earlier by the station that C. P. Persons, WABT vice president-manager, had resigned to accept a similar position at KOTV (TV) Tulsa (see separate story, page 55).

Fetzer Promotes Three At WKZO-AM-TV Kalamazoo

THREE key staff appointments at WKZO-AM-TV Kalamazoo, Mich., were announced last Tuesday by the Fetzer Broadcasting Co., stations' licensee.

Carl E. Lee, Fetzer's managing director, announced the promotion of O. T. Gaston, radio account executive for seven years, to radio administrative assistant to the managing director; Robert Dye from head of radio-tv production to promotion director for WKZO-AM-TV, and Donald DeSmit from sales director to sales manager of WKZO-TV.

Clarke Brown Co. Adds Six; Names Peranni Houston Mgr.

ADDITION of six stations to the list of those represented by Clarke Brown Co., Dallas, has been announced by the company. Simultaneously, the appointment of Andrew E. Peranni as manager of the Houston office was announced. Mr. Peranni formerly was with the sales department of WAFB-TV Baton Rouge.

Stations added were KTRH Houston, WMPS Memphis, Tenn., KLIF Dallas, KNOE-AM-TV Monroe, La., and WNOE New Orleans.

KPTV (TV) Sets New Rates

KPTV (TV) Portland, Ore., has issued Rate Card No. 4 which establishes a new time period, Class AA, and new rates for classes A, B, C and D. Class AA, extending from 7:29 p.m. to 10:31 p.m., will cost $120 for a 20-60 second announcement. The new card, effective Sept. 1, will not affect present station advertisers until March 1, except station break advertisers who are protected until Dec. 1.

KPTV on Sept. 1 will increase its power to 204 kw, boosting its present power more than 12 times, according to the station.

KLPW Construction Underway

KLPW Union, Mo., near St. Louis, reports that construction has begun on its tower and that it expects to be on the air this month. The 1220 kc outlet, owned by Les Ware, former general manager of KXLW St. Louis, will be managed by Norb Moore.

Scraping the Sky

CONSTRUCTION of KWTV (TV) Oklahoma City's new tower has passed the high of 1250 ft. (approximate height of the Empire State Bldg.) and now stands at 1290 ft., Edgar T. Bell, executive vice president, has announced. The structure with antenna, due to be completed this month, will measure 1572 ft. Target date of Oct. 1 has been set for operation of the new tower coupled with increase in effective radiated power to the maximum 316 kw.

WGMA to WKDN Group

SALE of WGMA Hollywood, Fla., by Roy M. Greene to South Jersey Broadcasting Co. (WKDN Camden, N. J.) for $25,000 plus assumption of certain obligations was announced last week. Sale was arranged through Allen Kander, station broker, and is subject to FCC approval. WGMA operates on 1320 kc with 500 w daytime. Ranulf Compton is president and Gordon Giffen, general manager, of 1 kw daytimer WKDN (on 800 kc). Sale bid has been filed with FCC.

Ray Ryan Dies

FUNERAL services were held Aug. 10 for Ray Ryan, who owned and operated WCNC Elizabeth City, N. C. Mr. Ryan died of a broken neck received in a swimming accident near his home at Elizabeth City. From 1948 until last year he was sales manager and announcer, WFLO Farmville, Va. He is survived by his wife and two sons.

WJAR-TV Construction Starts

CONSTRUCTION has begun on the new 1,059-foot tower of WJAR-TV Providence, R. I., at Rehoboth, Mass., it was announced last week, with completion date set at Nov. 1. A new 50 kw transmitter and antenna will boost the ch. 10 station's effective radiated power to 316 kw. WJAR-TV is presently operating with 225 kw.

STATION PEOPLE

Arthur L. Gray, sales and operations manager, WIRK-TV West Palm Beach, Fla., to WITV (TV) Fort Lauderdale, Fla., as general manager.

William Wiggins, formerly account executive, Tri Arts Studio, L. A., to WTOP Washington as promotion and advertising director, succeeding Warren J. Boorom, appointed assistant local promotion manager, BAB, N. Y. [B•T, Aug. 16].

MR. WIGGINS

Aaron Bloom, account executive, KGO San Francisco, promoted to sales manager.

Bob Walton, manager, WJBS DeLand, Fla., to WTWO (TV) Bangor, Me., as local sales manager.

Dale Baum, WJTV (TV) Jackson, Miss., to WTVD (TV) Durham, N. C., as film buyer.

Ralph Andrews, film programming director, WCAN-TV Milwaukee, to WBKB (TV) Chicago in similar capacity, succeeding **George C. Rice,** who moves to WABC-TV New York as film director.

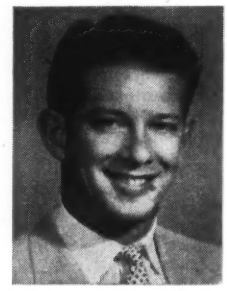
Trent Christman, Gillham Adv., Salt Lake City, to KONA (TV) Honolulu, as program manager; **Gene Terrell,** assistant to executive producer, KNBH (TV) Los Angeles, to station as promotion-publicity manager.

Jack L. Wrenn, administration staff, Burlington Mills, Burlington, N. C., to WSAZ-TV Huntington, W. Va., as sales representative; **Lawrence H. Rogers,** news director, WEAU-TV Eau Claire, Wis., to station as announcer.

MR. WRENN

Don Murdock, WTRF-TV Wheeling, W. Va., promoted to continuity chief, succeeding **Robert R. Ragase,** deceased.

Mel Offenbach, account executive, and **Les Castaneda,** announcer, both KNGS Hanford, Calif., appointed sales manager and program director, respectively.



MR. OFFENBACH

James A. Mount, formerly sales manager, KEX Portland, Ore., to KGW same city, as commercial manager.

Ervin Pinkston, sales staff, Carpenter Paper Co., Chicago, to KRNT Des Moines as account executive.

Johnny R. Holmes, radio-tv specialist, Army Home Town News Center, Kansas City, Mo., to KSWM-TV Joplin, Mo., as sports director upon release from active duty.

John Paley, Hollywood promotion and publicity specialist, appointed promotion and publicity director, KUAM Agana, Guam, headquartered in Hollywood.

John F. Hartry, promotion supervisor, CFPL London, Ontario, promoted to public service and market research director, CFPL-AM-TV; **Harvey M. Clarke,** advertising manager, Capitol Records of Canada Ltd., Toronto, succeeds Mr. Hartry.

Paul R. Litt to sales dept., WTVI (TV) St. Louis.

Norman Nesbitt, freelance Hollywood radio-TV announcer-personality, to KOA-AM-TV Denver in similar capacity.

Warren Sandy, accountant, KNBH (TV) Hollywood, father of boy, Warren Jr.

Jack Harris, WBAP-TV Fort Worth, father of boy, Jack Harris Jr.

Bill Tusher, commentator, KBIG Avalon, Calif., father of girl, Claudia Scott.

Robert Beebe, account executive, WHLI Hempstead, L. I., N. Y., father of girl, Deane Robin.

Mort Hall, continuity director, WBBM Chicago, father of boy, James.

Jim Reid, sports announcer, WPTF Raleigh, N. C., father of girl.

Freeman Cherry, 42, sales manager, WKAY Glasgow, Ky., died.

Richard Lifvendahl, 26, salesman, KOVR (TV) Stockton, Calif., died July 30.

NAEB SCHEDULES NEW YORK MEETS

PLANS for the National Assn. of Educational Broadcasters' educational television engineering workshop to be held in New York Oct. 19-27 and NAEB's 30th annual convention Oct. 27-30 also in New York were announced simultaneously last week.

Feature of the convention will be a talk at the Oct. 28 luncheon by FCC Chairman Rosel H. Hyde.

Engineers attending the workshop will tour RCA's plant at Camden, N. J., the first two days; the General Precision Labs at Pleasantville, N. Y., the next two days (Oct. 21-22); the DuMont Telecenter in New York the morning of Oct. 23, and the Empire State Bldg. multiple transmitter location that afternoon. Regular sessions start on Oct. 24 at 2 p.m. at New York's Hotel Biltmore, when delegates meet with NAEB officers and directors. On Oct. 25 delegates will visit Allen B. DuMont Labs in Clifton, N. J., for technical sessions and equipment demonstrations. The next morning, members attend a session at NBC studios and similarly an afternoon session will be held at CBS.

Reports will be organized the morning of Oct. 27, the remainder of that day devoted to a luncheon and tour of United Nations radio and tv communication facilities. Convention exhibits will be on display.

The convention will get down to business the morning of Oct. 28, followed by Chairman Hyde's speech; a workshop session at WNYC New York studios that afternoon; more workshop sessions the morning of Oct. 29 after which NBC will give a color demonstration and CBS will present a tv rehearsal on use of cameras and lighting. NAEB holds its annual banquet that night at the Biltmore.

The *Milwaukee Journal*, licensee of WTMJ-AM-TV there, turned its Radio City newsroom and studios into classrooms for 24 students and faculty members of the Television News Institute of Northwestern U.'s Medill School of Journalism. Inspecting a reel of newsfilm are (l to r) Professor Baskett Mosse, Northwestern radio-tv department chairman; Jack E. Krueger, WTMJ news editor; Roger Pihl, radio-tv director, St. Lawrence U., Canton, N. Y.; John Patterson, assistant news editor, WDBJ Roanoke, Va., and Ronald Bledsoe, WLAC-TV Nashville.

. . . and see why the
Rust Remote Control System is your best buy

First . . . you'll find that no two Rust systems are exactly alike. They are not "packaged" units, but *engineered* systems, specifically designed to fit *your* transmitter.

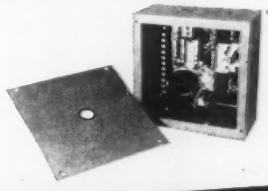
Second . . . you'll see that the Rust system is *complete* — you have nothing else to buy "to fit *your equipment*". You even get interconnection diagrams, especially made for your transmitter and monitors.

Third . . . there are no tubes, so there are no tube failures. There are no adjustments, so there are no maladjustments. The Rust system functions as it should . . . with practically no maintenance.

If you are considering Remote Control, investigate before you buy. Take a peek behind the panel and you'll choose Rust.

FOR EXAMPLE — Rust Type RI-108-5 Tower Lighting Unit

Like other Rust accessory units, RI-108-5 Tower Lighting Unit is complete and self contained. It offers an extra feature in that it not only meters lighting current but *controls* lights at the option of the operator. Its control feature can over-ride the time-clock or photocell for civil defense emergencies or other purposes. With Rust, there's "*an extra with every accessory*". Send for Brochure showing what you get when you buy the Rust System.



the rust industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

Detroit Educ. Tv

MORE THAN $400,000 of a $1.4 million goal has been raised by the Detroit Educational Television Foundation, permittee of ch. 56 WTVS (TV) there for operation of the station. WTVS will begin closed circuit operations this fall and regular telecasts near the end of the year. The foundation, which is composed of civic, cultural and educational groups, already has ordered equipment for a limited-scale operation pending collection of the remaining funds.

Teachers Workshop to Hear Of Radio-Tv Ad Techniques

RADIO-TV advertising techniques will be among subjects scrutinized during the coming two weeks by 64 Los Angeles City school teachers participating in the fourth annual Teachers Advertising Workshop, sponsored by Hollywood Advertising Club, Los Angeles Advertising Club, Los Angeles Advertising Women Inc. and Advertising Assn. of the West.

Broadcast advertising practices will be described by a panel consisting of Robert J. McAndrews, vice president and commercial manager, John Poole Broadcasting Co., Hollywood, and president, Southern California Broadcasters Assn.; Norman Ostby, vice president in charge of station relations, Don Lee Broadcasting System, that city; Dorothy Brown, continuity acceptance editor, ABC-TV there; George Moscovics, manager of tv development, KNXT (TV); Rodney Voight, assistant to director of press information, CBS Radio there, and Andrew C. Love, producer, NBC Hollywood.

In another panel, Jack O'Mara, director of research and promotion, KTTV (TV) Hollywood, will describe advertising research procedures.

NAEB Holds Tv Workshop At Michigan State College

THIRTY educators and educational tv directors will participate in a tv production workshop to be conducted by the National Assn. of Educational Broadcasters at Michigan State College, East Lansing, from Aug. 22 to Sept. 11.

The workshop is designed to provide knowledge and experience in various phases of television, including directing, writing and producing. Expenses of the clinic and its participants will be defrayed by NAEB.

The Illinois Institute of Technology announced last week that Dr. Henry W. Knepler, assistant professor of English there, would be one of the participants. Dr. Knepler has appeared on numerous educational tv programs over Chicago stations and is director of the school's dramatic group.

EDUCATION PEOPLE

Dr. Robert D. Leigh, director of communications study, Columbia U., appointed acting dean of Columbia U.'s School of Library Service, effective in September.

Peter Goelet, formerly director, WGNY Newburgh, N. Y., appointed national advisor to educational KTHE (TV) Los Angeles *Families Are First* panel discussion program.

CBS-TV PLANS 3 COLOR SHOWS PER WEEK

Network's new Studio 72 has been remodeled especially for color. Stage lighting proves to be major undertaking.

AS PART of its new policy offering three or more tv shows in color each week between Aug. 22 and April 6, 1955, CBS-TV last week was preparing to launch its first color show from its new Studio 72, especially remodeled for color productions.

The initial color telecast from Studio 72 was to be Ed Sullivan's *Toast of the Town* yesterday (Sunday, 8-9 p.m. EDT).

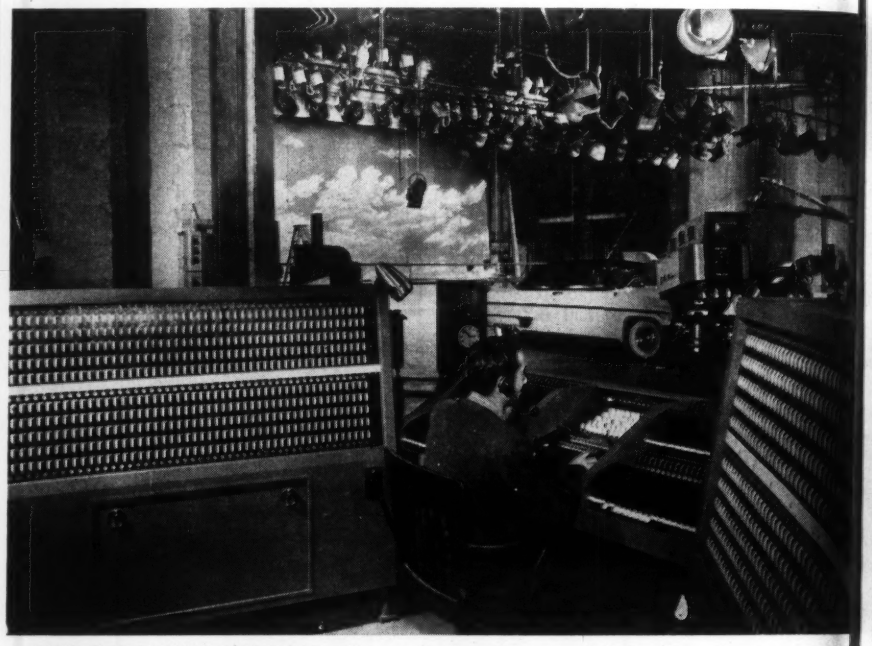
Meanwhile, CBS-TV released an up-to-date schedule of its color broadcasting plans for the approaching season. The list encompasses some 75 colorcasts during the Aug. 22-April 6 period, including five film programs.

The remodeled Studio 72 is at the site of the former RKO 81st St. Theatre in New York. It provides room for as many as 19 members of a musical group.

Another feature is the Izenour board, first used in CBS Television City, Hollywood, which is electronically operated, permitting one technician to control all 500 stage lights, and even to pre-set lighting combinations for action sequences.

The CBS-TV color schedule includes *Best of Broadway*, sponsored by Westinghouse Electric Corp. to be presented on Wednesday nights once a month (10-11 p.m. EDT), and Chrysler Corp.'s once-a-month *Shower of Stars* every fourth Thursday at 8:30-9:30 p.m. (also see story page 28). Rest of the programs are regularly scheduled CBS-TV shows to be colorcast on a rotating basis. In the following list those marked with asterisk (*) will originate from the West Coast; the rest from Studio 72. The schedule:

August—Aug. 22, *Toast of the Town;* 29,



THIS ORGAN-LIKE CONSOLE will control the elaborate lighting for color tv productions at CBS-TV's New York Studio 72. The operator is seated at an Izenour board which pre-sets light cues and stores them in "memory boxes." The board controls 500 individual stage-lighting fixtures. The studio was inaugurated yesterday (Sunday).

CBS-TV said it expected more than 50 regular network shows would be telecast in color from the studio this season. More than 20 other shows will originate in CBS Television City, Hollywood.

In revamping the stage for color, lighting proved to be a major undertaking. Initial plans called for installation and hanging of 500 individual lights, ranging from 750 to 5,000 w each. The roof was unable to sustain the weight, thus requiring a 75-ft.-long, 36-inch steel beam to be installed overhead, 22 feet above the stage. Any type of action can be spotlighted from the grid. The lighting operation required 33 tons of steel and 35 miles of copper wire.

Other projects involved widening the stage to the full width of the building, and a doubling of its depth. It can utilize eight cameras. Other cameras are housed in the balcony which also accommodates sound-effect equipment and large spotlights and pro-

Big Payoff; 31, *Danger.*

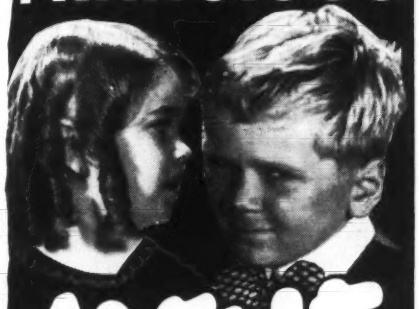
September—Sept. 7, **Life with Father;* *Love of Life;* 14, **Meet Millie;* 15, *Best of Broadway;* 19, *What's My Line?;* 25, **My Favorite Husband;* 30, *Jane Froman Show;* *Chrysler show: *Shower of Stars.*

October—Oct. 4, *Garry Moore Show;* *Burns and Allen;* 13, *Best of Broadway;* *Studio One;* 18, **Bob Crosby Show;* 23, *Two for the Money;* 25, *December Bride;* 28, *Chrysler show: *Shower of Stars;* 29, *Mama.*

November—Nov. 1, *Arthur Godfrey's Talent Scouts;* 4, **Art Linkletter's House Party;* *Art Linkletter's House Party;* 5, *Perry Como Show;* 10, *Best of Broadway;* 14, *You Are There;* 14, **Jack Benny Show;* 17, *Search for Tomorrow;* 19, *Line-Up;* 21, *You Are There;* 24, *Godfrey & His Friends;* 25, *Chrysler show: *Shower of Stars;* 27, **That's My Boy;* 28, *Celeste Holm Show; Jo Stafford Show*—date to be announced.

December—Dec. 1, *Valiant Lady;* 2, *Valiant*

in SAN FRANCISCO



THE LITTLE RASCALS

TOPS ALL MULTI-WEEKLY SHOWS

Regardless of Day, Hour or Type of Program

(5-5:30 P. M. • KRON-NBC)

ARB - July '54

The Greatest All-Around Audience Puller on TV!

Interstate TELEVISION CORPORATION

OTHER OFFICES:

CLEVELAND: 1268 Winston Rd., S. Euclid, O. EVergreen 1-0531

ATLANTA: Room 401 Georgia Savings Bank Bldg. - LAmar 2036

DETROIT: 2310 Cass Ave. WOodward 1-2992

DALLAS: 304 S. Harwood St. PRospect 1658

DES MOINES: 1115 High St. Phone 3-4117

TORONTO: Sterling Films, Ltd. King Edward Hotel

Lady; 6, *I Love Lucy;* 7, **Red Skelton;* 8, *Best of Broadway;* 11, *Beat the Clock;* 13, *Arthur Godfrey Time* 14, **Meet Millie;* 19, *Fred Waring Show,* 23, *Chrysler show: *Shower of Stars;* 26, *Omnibus;* 30, *Guiding Light.*

January, 1955—Jan. 4, **Life with Father;* 5, *Best of Broadway;* 7, *Douglas Edwards News;* 8, **My Favorite Husband;* 10, *Douglas Edwards News;* 11, *Douglas Edwards News;* 12, *Douglas Edwards News;* 15, *Jackie Gleason Show;* 18, *Strike It Rich;* 20, **Chrysler show: Shower of Stars;* 21, *On Your Account;* 24, *Robert Q. Lewis Show.*

February—Feb. 2, *Best of Broadway;* 5, *Two In Love;* 9, *I've got a Secret;* 13, *What's My Line?;* 16, *Sports Spot;* 17, *Chrysler show: *Shower of Stars;* 21, *Morning Show;* 27, *Sunday News Special.*

March—March 2, *Best of Broadway;* 4, *Brighter Day;* 9, *Portia Faces Life;* 11, *Secret Storm;* 16, *Chronoscope;* 17, *Chrysler show: *Shower of Stars;* 18, *Our Miss Brooks;* 24, *Name That Tune.*

April—April 6, *Arthur Godfrey & Friends.*

Color to Riches

THE POT of gold at the end of the "color" rainbow on ***Toast of the Town*** yesterday (CBS-TV, Sunday 8-9 p.m. EDT) was $3 million worth of furs and jewels which were to bedeck the shapely dance group known as the "Toastettes." Chinchilla, sable, mink, ermine and fox appeared in full color along with $2½ million worth of jewelry. Outstanding single piece of glitter was a 127-carat emerald-cut diamond worn on a chain of diamond baguettes, valued at $1 million. The diamonds and furs were loaned to the Ed Sullivan show by Harry Winston Inc. and Fredrica Furs.

CBS, NBC-TV Expect Big Turnout at Meets

HEAVY attendance is expected at NBC-TV and CBS Radio affiliate meetings scheduled for Chicago during a three-day period starting a week from tomorrow (Tuesday) [B•T, Aug. 16].

Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the Affiliates Advisory Board, reported last week that the CBS Radio group already had acceptances from at least 260 people, representing 125 stations, and that assurances had been received from many others.

NBC-TV authorities said officials from at least 150 of its 200 station affiliates were expected to attend the NBC-TV sessions.

The CBS Radio group also revealed further agenda plans. Mr. Brown will give the opening talk at the first session at the Edgewater Beach Hotel, Sept. 1.

After Mr. Brown's opener, talks will be given by CBS Radio executives including Adrian Murphy, president; John Karol, vice president in charge of network sales; Lester Gottlieb, vice president in charge of network programs; Sig Mickelson, vice president of CBS Inc. in charge of news and public affairs; George Bristol, director of sales promotion and advertising, and Charles Oppenheim, administrative manager, sales promotion and advertising.

CBS Inc. President Frank Stanton will speak at the final luncheon session of the CBS Radio affiliates on Sept. 2.

Other than the business sessions, where the

in LOS ANGELES

THE LITTLE RASCALS

TOPS EVERY OTHER SHOW ON ALL 7 CHANNELS

(5:30 to 6 P. M. • KNXT-CBS)

ARB - JULY '54

The Greatest Gang of Kid Comics on Film!

Interstate TELEVISION CORPORATION

NEW YORK: 1560 Broadway PLaza 7-3070

HOLLYWOOD: 4376 Sunset Drive NOrmandy 2-9181

CHICAGO: 1250 S. Wabash WAbash 2-7937

bulk of network-station relations policy will be talked over, CBS Radio affiliates will be invited to see a display of local station promotion assembled by a special committee headed by Don Davis, KMBC Kansas City. The display will be on the balcony of the Grand Ballroom of the Edgewater.

The banquet that evening will feature entertainment by Robert Q. Lewis, m.c.; Edgar Bergen & Charlie McCarthy; Peter Lind Hayes & Mary Healy; Frank Parker & Marion Marlowe of the Arthur Godfrey shows; Hal Leroy, and Mahalia Jackson. Two separate sessions will be held on the morning of Sept. 2, one for station owners and managers, and dealing with management affairs, and one for promotion people.

NBC-TV affiliates will confer with officials of that network, headed by Brig. Gen. David Sarnoff, board chairman of RCA and NBC, at the Drake Hotel on Aug. 31 and Sept. 1.

LAWRENCE, DIGGES PROMOTED AT CBS

WCBS-TV General Manager Craig Lawrence will head tv station administration. He is succeeded by Digges, former tv spot sales chief.

PROMOTION of Craig Lawrence from general manager of CBS-owned WCBS-TV New York to the new post of director of station administration for the CBS Tv Division was announced last week by Merle S. Jones, CBS-TV vice president in charge of stations and services.

Sam Cook Digges, general sales manager of CBS Television Spot Sales, was named to succeed Mr. Lawrence as general manager of WCBS-TV, and George Clark, eastern sales manager for Television Spot Sales, to replace Mr. Digges as general sales manager of the tv spot sales department. Mr. Jones said a replacement for Mr. Clark would be announced shortly.

Mr. Lawrence's new post as CBS-TV director of station administration was "created for the purpose of making the services of the entire CBS Television organization readily available to the company-owned stations, particularly in the areas of programming, public service sales, sales promotion and research," Mr. Jones explained.

Mr. Lawrence, general manager of WCBS-TV since February 1952, formerly supervised the operations of KSO and KRNT Des Moines, WNAX Yankton, S. D., WHOM Jersey City (now New York) and WCOP Boston. In 1942 he was named a vice president of Cowles Broadcasting Co. and executive vice president of its subsidiaries, Atlantic Broadcasting Co.

MR. LAWRENCE

MR. DIGGES

and Massachusetts Broadcasting Co.

Mr. Digges joined CBS in April 1949 as an account executive in the newly-established television department of Radio Sales; transferred to Chicago in January 1950 as tv manager of the Radio Sales office there; became eastern sales manager of CBS Television Spot Sales in January 1952, and was promoted to general sales manager of the department in December 1952.

Mr. Clark, who joined CBS in 1938 at KNX Los Angeles, transferred to New York as a CBS Television Spot Sales account executive in 1952, and was made eastern sales manager a few months later.

'Johnny' Is Much Alive

THE CELEBRATED living trademark of Philip Morris cigarettes—"Johnny"—is very much alive, healthy and just returned from a summer vacation. The tobacco firm immediately circulated a disclaimer after erroneous reports were carried by news wire and printed nationally that "Johnny" was dead [AT DEADLINE, Aug. 16]. The original "Johnny," who is on radio and tv and who appears in the company's advertising and promotions, is beginning his 22d year as PM's living trademark. News of his death was traced to reports that Anthony H. Boris, who died Aug. 12 in Grand Rapids and who was a "Johnny" understudy from 1939 to 1947, was the original.

CBS Appoints Three To Combined News Unit

IN LINE with the consolidation of the news and public affairs departments of CBS Radio and CBS-TV into a single unit [B•T, Aug. 16], Sig Mickelson, CBS vice president in charge of the department, last week announced the appointments of Edward P. Morgan as director of news; Irving Gitlin, director of public affairs, and Elmer Lower, director of special projects. Personnel will function in both the radio and television fields.

Mr. Morgan will supervise all news programs and a central news desk that will make assignments to correspondents and cameramen both in the U. S. and abroad. He has been with the New York staff of CBS News since 1951 and previously had served for four years as a roving correspondent for *Collier's* magazine. His prior experience included work as a war and foreign correspondent in Europe for the *Chicago Daily News* and as a reporter for the United Press and the *Seattle Star*.

Mr. Gitlin will have charge of public affairs broadcasts, including special events, discussion programs, educational and religious presentations, talks and documentaries. He joined CBS Radio in 1946 as a science reporter, and since then has produced many documentaries. Currently he is preparing the forthcoming educational series, *The Search*.

In his new post, Mr. Lower will be responsible for special program units, combined operations involving both news and public affairs and other activities not falling specifically in either the news or public affairs areas. He became associated with the network last year in Washington as director of news and public affairs for CBS-TV. From 1951 to 1953 he was with the office of the United States High Commissioner for Germany, his last post being chief of the information division in Bonn, Germany. Previously he had served as chief correspondent for *Life* magazine in Paris and the Far East and with the Associated Press and the United Press.

SHURICK SUCCEEDS SNYDER AT CBS-TV

EDWARD P. SHURICK, manager of CBS-TV's network sales development, has been named to succeed Clarke A. (Fritz) Snyder as the network stations relations director, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week.

MR. SHURICK

Mr. Snyder reportedly is negotiating for a station management post [CLOSED CIRCUIT, Aug. 2].

Mr. Shurick, a 22-year broadcasting business veteran, has been with CBS since 1950, when he became market research counsel of CBS Radio. In 1951 he was made account executive in CBS-TV sales and a year later was named to the sales post he occupied before his new appointment.

Advertising manager for KMBC Kansas City from 1942-47, Mr. Shurick left this position to become for three years promotion-research director and an account executive with Free & Peters, station representative. Among his broadcast associations before 1942, Mr. Shurick was in sales with Intermountain Network and had been with Addison Lewis Adv., Minneapolis.

NBC-TV Sells $6 Million In Daytime Tv Business

SIGNING by NBC-TV in the past two weeks of nearly $6 million in new business for daytime television was announced last week by George H. Frey, NBC vice president in charge of television network sales. A total of 10½ quarter-hour periods per week, purchased by four advertisers, is included in the sales.

Colgate-Palmolive Co., Jersey City, has bought the 4:45 p.m. and 12:30-12:45 p.m. EST period, with its commercial messages during both time spots to be seen Monday, Wednesday and Friday one week and Tuesday and Thursday the next week. The order is effective Oct. 1. The programs have not been selected as yet.

Serutan Co., Newark, will sponsor *One Man's Family* (3:30-3:45 EDT) on a Monday-Wednesday-Friday and Tuesday-Thursday alternate-week schedule, starting Sept. 17. The agency is Edward Kletter Assoc., New York.

Miles Labs., Elkhart, Ind., has purchased 15 minutes each of *Three Steps to Heaven* (Mon.-Fri., 10:45-11 a.m. EST) and *Concerning Miss Marlowe* (Mon.-Fri., 3:45-4 p.m. EST), starting the week of Sept. 27. Agency is Geoffrey Wade Adv., Chicago.

The Sweets Co. of America, Hoboken, N. J. has ordered 13 participations on *The Pinky Lee Show* (Mon.-Fri., 5-5:30 p.m. EDT), starting Sept. 7.

CJCB-TV Joins CBS-TV

CJCB-TV Sydney, N. S., Canada, joins CBS-TV as a secondary affiliate Sept. 1, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week. The ch. 4 station is an independent but represented by the Canadian Broadcasting Corp. Walter Powell is CJCB-TV's commercial manager.

Tv Plays Make Stage

TELEVISION is providing dramatic material for the theatre and motion pictures. The Theatre Guild announced last week that three of the plays it produced this past season for ABC-TV's *United States Steel Hour* soon will become stage properties. The plays are "Welcome Home," by N. Richard Nash; "Garden in the Sea," based on a Henry James story called "The Aspen Papers," which was adapted for tv by Michael Dyne, and "Fearful Decision" by Richard Maibaum and Cyril Hume. Previously the Guild had announced that two other plays it produced for the *Steel Hour*—"POW" by David Davidson and "The Last Notch" by Frank Gilroy—would become motion picures.

ABC-NCAA Grid Slate To Go as 'Per Game'

ABC-TV currently is pitching its NCAA 13-week fall football schedule to national advertisers on a "per game" basis, with the promise of at least a 90-station slate, it was learned last week.

There had been some interest among regional advertisers in the telecasts, but this possibility reportedly has been scrapped.

The agreement with NCAA previously obviated any likelihood of the contests being sold on a co-op basis, with local or regional advertisers coming in on a participation premise. At the time the schedule was announced ABC-TV indicated the schedule would be made available to national and regional advertisers [B•T, Aug. 2].

Under the present approach, a national advertiser would have a choice of any game on the schedule—first come, first served. If he picked a "premium" game, such as Notre Dame vs. Southern Methodist, he would be required to sponsor one other nationally-televised game of lesser interest. In the case of a lesser "premium" contest, he would be asked to pick up the tab for perhaps two additional games. The advertiser would sponsor the entire telecast on a national basis, it was understood.

Several potential national advertisers have been under consideration as ABC-TV seeks to make its pitches in New York, Chicago and Hollywood. The regional plan fell by the wayside, it was indicated, because of insufficient interest. Multiple sponsorship of any games or spot participation is not now being considered, it was stressed.

ABC Radio network plans to offer its schedule of 12 collegiate games as a co-op deal for local sale, it was announced in New York Wednesday. The schedule involves 18 teams on a slate starting Sept. 18, some of the teams being those also on the NCAA tv grid schedule.

'Kukla & Ollie' Shift From NBC-TV to ABC-TV

THE OFT-REPORTED shift of *Kukla, Fran & Ollie* from NBC-TV to another network became official last week with separate announcements by ABC Central Div. and creator Burr Tillstrom that the "Kuklapolitans" will start a nightly across-the-board series on WBKB (TV) Chicago and WABC-TV New York beginning Sept. 6.

The award-winning series, which has been on television for seven years, will be telecast by the ABC o&o stations each evening 6-6:15 p.m. and be carried on a limited ABC network at the outset, according to present plans, with Gordon Baking Co. (Silvercup bread) as sponsor under a 13-week contract. Agency is D'Arcy Adv. Co. Completion of negotiations with Mr. Tillstrom was confirmed by ABC Chicago officials Thursday.

MUTUAL, ABC NETWORKS PLAN ELECTION COVERAGE

Impressive line-up of newsmen will be used by networks to report and analyze the Nov. 2 returns on U. S. voting.

PLANS were announced last week by Mutual and ABC Radio and ABC-TV for comprehensive coverage of the 1954 election returns on Nov. 2, at which time the issue of control of Congress for the next two years will be decided.

A task force of about 750 ABC staffers will be on the job, under the overall command of Thomas Velotta, vice president for news and special events for ABC Radio, and John Daly, vice president in charge of tv news, special events and public affairs. Line-up of newsmen who will analyze the returns includes Mr. Daly, Elmer Davis, Martin Agronsky, Paul Harvey, Gunnar Back, Leo Cherne, John Edwards, Erwin Canham, Julian Anthony, Taylor Grant, Bryson Rash, Chet Huntley, George Sokolsky, Quincy Howe, Austin Kiplinger, George Hamilton Combs, Don Goddard, George Hicks, John Mac Vane, John W. Vandercook and others.

ABC Radio will launch its coverage of the nationwide Senate, House and gubernatorial contests at 8 p.m. EST, and ABC-TV at 10:30 p.m. EST.

Mutual announced its plans to stay on the air throughout the night, if necessary. It will begin its coverage at 7 p.m. EST, presenting such commentators as Fulton Lewis jr., Cecil Brown, Bob Considine, Bill Cunningham, Holland Engle, Wallace Fanning, Harry Flannery, Cedric Foster, Sam Hayes, Gabriel Heatter, Bill Henry, Les Higbie, Everett Holles, Robert F. Hurleigh, Hazel Markel, Virgil Pinkley, Frank Singiser and Walter Trohan.

Mutual will present reports from its New York headquarters and its four major news bureaus in Boston, Chicago, Los Angeles and Washington, as well as from other regional vantage points, including Philadelphia, Baltimore, Cleveland, Detroit, Louisville, St. Louis, Omaha, Denver and Salt Lake City.

CBS and NBC are to announce coverage plans shortly.

NBC-TV Daytime Serials To Fill 1½-Hour Segment

NBC-TV will present an hour-and-a-half of Monday-through-Friday daytime serials, in the 3-4:30 p.m. EDT period, starting Aug. 30, when the network adds a new 15-minute drama and moves two current serials to new time spots.

The new program is *The Greatest Gift*, which will be carried from 3-3:15 p.m. In place of *One Man's Family*, which will move to 3:30-3:45 p.m. The remainder of the afternoon schedule is *Golden Windows*, 3:15-3:30 p.m.; *Concerning Miss Marlow*, 3:45-4 p.m.; *Hawkins Falls*, 4-4:15 p.m., and *First Love*, 4:15-4:30 p.m. The last telecast of *Bride and Groom*, now in the 4:15-4:30 p.m. spot, will be on Aug. 27.

WMBV-TV

CHANNEL 11

NBC in Greenbay Packerland

GREEN BAY – MARINETTE

JOSEPH D. MACKIN,
General Manager

announces appointment

of

VENARD, RINTOUL & McCONNELL, INC.

as

national sales representatives

EFFECTIVE IMMEDIATELY

MBS' AUDIENCE STUDY TO BE OUT SOON

National survey will provide eye-opening facts, according to the network, which expects to release these findings in the next few weeks.

ADVERTISERS were told last week that they can expect a wealth of information soon to be made available by MBS to "help them evaluate radio and television more accurately."

Mutual claimed the national radio measurement survey conducted for the network by J. A. Ward Inc., independent research company, "is the first to coordinate both the living and working habits of people in relation to their radio listening on a national basis."

The Ward study, which takes a peek at everybody's client in the radio business—the radio audience—promises to be an eye-opener for advertiser, agency executive and broadcaster alike, the network indicated.

Final tabulations are not yet complete. But Richard J. Puff, MBS director of research and planning, said full data can be expected to be made public within the next few weeks.

The MBS-contracted survey, which covered the country, was conducted to fill "the long-needed count of exactly how many people listen to radio, including out-of-living room, out-of-home, and in-car," according to Mr. Puff.

Although the findings were not yet in final form, MBS revealed the Ward study showed:

- Ninety-six percent of all households have a home radio in working order and 60% with a tv set in operating condition.
- The number of radios found today in automobiles is about equal to the number in living rooms.

Am Reciever Locations

Another "teaser" finding showed that while 9-out-of-10 tv sets are in living rooms, two-thirds of household radio receivers are placed in other parts of the home.

The radio set dispersal, according to the survey:

Living rooms, 34%; bedrooms, 27%; kitchens, 23%; rooms elsewhere in the home, 16%.

MBS President Thomas F. O'Neil and Mr. Puff released statements on the survey which they stressed was of vital importance to the advertising industry.

Mr. O'Neil, commenting on the figures showing radio set dispersal in homes, said such findings "simply emphasize the challenge which the research and radio industries face in correctly measuring the extent of use of a medium which is literally everywhere."

Mr. Puff called the measurement "a pacesetter in several areas of objective research." These, he said, included: "the first large survey of listening by individuals, without resort to projecting of set and family counts; the first available comparison of radio listening coupled with living habits, in all parts of the home as well as occupation or recreation outside; the first data on percent of population riding in cars and listening to car radio by quarter-hour periods from coast-to-coast throughout the nation."

The Ward study will show just where radio listening (by quarter-hours) occurs both in and out-of-home. It also will indicate what other activities the listener is engaged in while his or her radio is playing. This information is seen by MBS to be of particular significance to the advertiser who primarily wants to know what the listener of his program is doing at the precise time the show is on the air.

Such data will be additional plusses to what MBS claims will be available "for the first time ever, an accurate count . . . of the number of people at home, in cars, at work, etc., for each quarter-hour of the day."

The Ward survey, which intends to present a myriad of facts about radio audience habits, set out to obtain a projectible sample of U. S. households, and of individuals above the age of 6 within these households. From this sample, Ward worked its data by quarter-hours each day with respect to percentages of time spent awake or asleep, home or away from home, listening to the radio, watching television or at some other activity.

Ward also recorded percentages of time spent by individuals in listening to a radio set at various locations; similarly of viewers watching tv; of persons in automobiles; of persons listening to car radios; those tuned to various radio network affiliates, and cross-analyses and summaries of all this data by the family questioned.

Also from the household sample, Ward gathered data on the number of owned radio sets; location, type and capacities of each such set; number of tv sets owned and similarly their location, type, etc., and the possession of other household appliances.

Mutual officials explained, in answer to questions, that the Ward study differs from the Alfred Politz Research Inc. study for the Henry I. Christal Co. list of stations in that, among other things, the Ward survey looks at radio in both tv and non-tv areas, not in tv areas only. It differs from the Politz organization's current study, being made for BAB and the four radio networks (including Mutual), in that it investigates listenership and viewing by individuals in addition to making a count of radio and tv sets and their locations, according to the network.

BAB Says 98.2%

RADIO saturation of homes is one of the most critically studied topics in the broadcast research field. Of interest, consequently, is how the Ward survey's percentage—that 96% of U. S. households have a home radio in working order—stacks up with other findings. BAB uses a percentage of 98.2 as the rate of radio saturation of U. S. homes and a figure of 46,646,000 for homes which have at least one radio. BAB's material comes from the A. C. Nielsen study made the first of this year. The new Ward radio survey was completed for MBS.

GEOFFREY WADE (seated r), president, Geoffrey Wade Advertising, signs for its client, Miles Laboratories Inc., which will sponsor *Morgan Beatty and the News* over the DuMont Television Network, 7:15-7:30 p.m., beginning Sept. 27 [B•T, Aug. 16]. Mr. Beatty (seated l) signifies his approval. DuMont executives looking on are (l to r) Gerry Martin, director of network sales; John H. Bachem, general manager, and James L. Caddigan, director of programming and production.

AT&T Links Four, Brings Total to 308

EXTENSION of network television service by Bell Telephone System to four more stations was announced last week by the long lines department of AT&T. Stations interconnected were WABI-TV Bangor, WGR-TV Buffalo, WCHS-TV Charleston, W. Va., and KTAG-TV Lake Charles, La., making network tv programs now available to 308 stations in 198 cities.

Four Advertisers Buy Participations on 'Coca'

NBC-TV's new *Imogene Coco Show* has been sold to four advertisers, George H. Frey, NBC vice president in charge of television network sales, said Thursday in announcing details of the program, which will be presented Saturdays, 9-9:30 p.m. EST, three weeks out of four, beginning Oct. 2.

Telecasts will be sponsored in 10-minute segments, limited to three clients for each program. Lewis Howe Co. (Tums) purchased a 10-minute participation in all 39 programs, Griffin Mfg. Co. (Griffin shoe polish), Johnson & Johnson (Band-Aid plastic strips, surgical dressings and baby products) and S. O. S. Co. (S. O. S. scouring pads and Tuffy pads) each brought 26 10-minute periods, and will alternate sponsorship of the remaining two segments of each program.

Aero-Mayflower Buys ABC Newscast Series

SALE of a comprehensive schedule of news broadcasts by ABC Radio to Aero-Mayflower Transit Co., Indianapolis, was announced Wednesday by Don Roberts, director of radio for the network's central division.

Aero purchased three five-minute programs each for Tuesday, Wednesday, Thursday and Friday evenings on 350 ABC stations starting Oct. 5, with newscaster to be announced later. Newscasts will be aired at 6:55, 7:55 and 8:55 p.m. CST. Thirteen week contract for the long-distance moving firm was placed through Sidener & Van Riper Inc., Chicago.

The purchase is understood to involve about $30,000 a week in gross billings.

Noble Sworn In

EDWARD J. NOBLE, board member of American Broadcasting-Paramount Theatres and finance committee chairman, was sworn in Thursday as a member of the Advisory Board of St. Lawrence Seaway Development Corp. He is one of three Republicans on the five-man board appointed by the President.

DuMont to Feed Pro Games Of New York Football Giants

FULL fall schedule of the New York Giants professional football games will be fed by DuMont to at least a dozen stations in the New England and New York State areas, Thomas J. McMahon, DTN sports director, announced last week. The Atlantic Refining Co. is co-sponsor.

Included are stations in New York, Syracuse, Binghamton, Rochester, Elmira, Utica, Kingston, N. Y.; Boston, Springfield and Holyoke, Mass.; and Manchester, N. H. More stations are expected, Mr. McMahon said. The 12-game schedule begins Sept. 26 with the Giants at Chicago and ends Dec. 12 with Philadelphia at New York.

Except for the Oct. 2 game at Baltimore, which will be played at night, all games are in the afternoon. WABD (TV) New York will carry only road games. The Baltimore contest will be on the full network as will New York at Cleveland Oct. 31 and Los Angeles at New York Nov. 21. Chris Schenkel, DuMont sports commentator, will handle play-by-play.

NETWORK PEOPLE

Robert E. Johnson, director of publicity and publications, Capitol Records, Hollywood, to ABC-TV, same city as staff publicist, succeeding **Gene Deporis,** who moves to *See It Now* news staff, CBS-TV, N. Y.

Matt Harlib, staff director and producer, CBS, to ABC-TV as staff director assigned to *Stop the Music* and *Packard Program Starring Martha Wright.*

Chet Brouwer, production supervisor, Columbia Television Pacific Network *Harry Owens Show,* and **Tom Fraser,** production co-ordinator, KNXT (TV) Hollywood *Farm Reporter, Market Basket* and *The Shopper,* named program co-ordinators, CTPN *Panorama Pacific.*

Ed Velarde, radio-tv writer, *Billboard* magazine, Hollywood, to promotion-publicity dept., ABC-TV, same city.

Andrew Cowan, European representative at London, Canadian Broadcasting Corp., resigns to return to Canada to become supervisor of broadcasts for Canadian armed forces; **Bernard Trotte,** talks dept., CBC, Toronto, succeeds Mr. Cowan.

Rick Vallin, tv actor, signed for Danny Frank role, NBC-TV's *One Man's Family,* succeeding **Duff Whitney,** resigned because of film commitments.

Peter R. Clapper, writer-reporter, CBS Radio News, N. Y., to Washington staff.

Dr. Frances Horwich, hostess, NBC-TV *Ding, Dong School,* author of children's activities book, "Miss Frances' All-Day-Long Book."

Fred F. Stewart, credit manager, DuMont Tv Network, elected chairman, Radio-Tv Broadcasting Group, New York Credit Group Service.

Jacob A. Evans, advertising and promotion director, NBC-TV, and **Roy Ashmen,** research and planning dept., NBC, appointed to advertising and selling course committee, Advertising Club of New York.

George Burns, of CBS-TV *Burns & Allen,* completing arrangements with Simon & Shuster, N. Y., to publish first book, an autobiography, "I Love Her—That's Why," written in collaboration with Cynthia Hobert Lindsay.

TWA PLANS AWAIT DISSOLUTION VOTE

Count of mail ballot Aug. 31 will determine TWA stand on petition of Screen Writers Guild and Tv Writers Group now before NLRB.

VOTE on dissolution is presently underway among members of Television Writers of America, union executives revealed in Hollywood last week, with a mail ballot count slated Aug. 31. Outcome of the vote will determine whether TWA, present accredited representative for live tv writers, will oppose the petition of the Screen Writers Guild-Tv Writers Group (soon to become part of newly-formed Writer's Guild of America), now before NLRB in New York [B•T, Aug. 9] for live tv jurisdiction, according to Ben Starr, western regional TWA president.

Meanwhile, the SWG-TWG executive board last Monday refused Mr. Starr's bid for informal discussions between himself and SWG president F. Hugh Herbert on possible unity between the two groups. In a telegram to Mr. Starr, the board stated there could be no purpose in such a meeting on the eve of the SWG-Radio Writers of America-Author's League merger into WGA [B•T, Aug. 16]. Instead, the board proposed that TWA executives could aid unity by not opposing the WGA representation petition before NLRB and by urging TWA membership "to join other writers in the Writers Guild of America."

Mr. Starr told B•T he still is seeking a meeting with SWG, but that the dissolution vote had nothing to do with discussion refusal, or with loss of its recent strike against three tv networks [B•T, Aug. 9]. Rather, he said, the TWA membership must weigh the union's chances of winning "a good contract . . . even if we win an NLRB election."

"Until all writers are organized in one decent, democratic union, they will not get a good contract," he added.

IATSE Re-Elects Walsh, Other Officers at Meet

RICHARD F. WALSH, president of the International Alliance of Theatrical Stage Employes & Moving Picture Operators (AFL), was re-elected Aug. 13 at the union's 42d convention held in Cincinnati.

Other incumbents re-elected included general secretary-treasurer Harland Holmden; vice presidents James J. Brennan (New York), Carl Cooper (Los Angeles), Harry J. Abbott (Philadelphia), Orin M. Jacobson (Tacoma, Wash.), Hugh J. Sedgwick (Hamilton, Ont.), Albert S. Johnstone (New Orleans), William Donnelly (Minneapolis), John A. Shuff (Akron) and Louise Wright (Dallas).

Returned as trustees: William C. Scanlan (Lynn, Mass.), R. E. Morris (Mobile, Ala.) and George W. Brayfield (Denver); as AFL delegates: Thomas V. Green (Newark, N. J.) and James McNabb (Seattle). H. W. Lackey of Calgary, Alta., was chosen delegate to conventions of the Trade & Labor Congress of Canada. Installation of officers was by William F. Canavan, former international president.

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CANADIAN TV TIME IN HEAVY DEMAND

Stations about ready to hang out "sold-out" sign as fall buying snaps up availabilities.

AFTER only two years of Canadian television, advertisers are finding it difficult to find time this fall. This applies to the local as well as the network advertisers, a survey taken at Toronto reveals. The first two

CANADA

Canadian tv stations, CBFT (TV) Montreal, and CBLT (TV) Toronto, begin their third year early in September. By fall close to 20 stations will be on the air in Canada, most of them having started sometime this year. They are all having difficulty in supplying enough evening availabilities.

While no official evening network program schedule is as yet available at the national program office of the Canadian Broadcasting Corp., a survey of advertising agencies, CBC commercial department, and station representative offices, shows a full lineup for most evenings of the week starting early in September. Many of the programs are booked by national Canadian and international advertisers on all Canadian tv stations, either live or on kinescope.

Programming Outlook

Here is what Canadian viewers will get this fall:

Sunday: 6:30-7 p.m. *My Favorite Husband*, sponsored alternate weeks by International Silver, Toronto, and Simmons Mattress, Montreal; 7-7:30 p.m. *Our Miss Brooks*, General Foods Ltd., Toronto; 8-9 p.m. *Toast of the Town*, Ford Motors of Canada, Windsor; 9-9:30 p.m. *Four Star Playhouse*, Singer Sewing Machine Co., Toronto; 9:30-10 p.m. *Show Time* (Canadian live), Canadian General Electric, Toronto.

Monday: 8-9 p.m. *Sid Caesar Show*, three weeks out of four, RCA-Victor Ltd., Montreal; Speidel Ltd., Toronto; Adams Chiclets, Toronto; one week in four NBC Spectacular 8-9:30 p.m. RCA-Victor Ltd., Montreal; Ford Motors of Canada, Windsor; 9-9:30 p.m. three weeks in four, alternating, unnamed theatrical production, Elna Sewing Machines, Toronto, S. C. Johnson & Son, Brantford; 9:30-10 p.m. *Mr. Show Business* (Canadian live), Bordens Ltd., Toronto; 10-11 p.m. *Studio One*, Canadian Westinghouse, Hamilton.

Tuesday: 7:30-7:45 p.m. *Dinah Shore Show*, General Motors of Canada, Oshawa; 8-9 p.m. two out of four, *Milton Berle Show*, General Motors of Canada, Oshawa, and one out of four, *Martha Raye Show*, Hazel Bishop Ltd., Toronto; *Bob Hope Show*, General Foods Ltd., Toronto; 9-9:30 p.m. *Town Hall* (Canadian live), Canada Packers Ltd., Toronto; 9:30-10:30 p.m. *General Motors Theatre* (Canadian live), General Motors of Canada, Oshawa; 10:30-11 p.m. alternate weeks, *What's My Line*, Remington Rand of Canada, Toronto.

Wednesday: 8-8:30 p.m. *Liberace*, alternate weeks, Robin Hood Mills, Toronto; John Inglis Co., Toronto; 9-9:30 p.m. *Ford Theatre*, Ford Motors of Canada, Windsor; 9:30-10 p.m. *On Stage* (Canadian live), Lever Bros., Toronto.

Thursday: 7:30-7:45 p.m. *Dinah Shore Show*, General Motors of Canada, Oshawa; 8-8:30 p.m. *The Plouffe Family* (Canadian live), Imperial Tobacco Co., Montreal; 9:30-10:30 p.m. *Kraft Theatre*, Kraft Foods Ltd., Toronto.

Friday: 5-5:30 p.m. *Roy Rogers Show*, General Foods Ltd., Toronto; 8-8:30 p.m. unnamed show, General Motors of Canada, Oshawa; 8:30-9 p.m. unnamed live Canadian show, Procter & Gamble Ltd., Toronto; 9:30-10 p.m. *Dear Phoebe*, Campbell Soup Co., New Toronto; 10-11 p.m. Fights, Gillette Safety Razor Co., Montreal.

Saturday: 1:55 p.m. to end, *Big Four Football* (Canadian live), National Carbon Co., Toronto (games in cities where there is a tv station, will be kinescoped and telecast the following day, 2 p.m. to end); 5-5:30 p.m. *Wild Bill Hickok*, Kellogg's Ltd., London, Ont.; 7-7:30 p.m. *Holiday Ranch* (Canadian live), Canadian Canner's Ltd., Hamilton; 8-9 p.m. *Jackie Gleason Show*, Schick Ltd., Toronto; Nestle Ltd., Toronto; Shaeffer Pen of Canada, Toronto; 9-9:30 p.m. *CBC Playbill* (Canadian live), Procter & Gamble of Canada, Toronto; 9:30-10:45 p.m. *NHL Hockey* (Canadian live), Imperial Oil Ltd., Toronto; 10:45-11 p.m. *Greatest Fights*, Canadian Home Products Ltd., Windsor.

These are the network shows signed by mid-August. National advertisers have also bought time on a number of local shows and on women's participating afternoon shows. In addition, Maple Leaf Milling Co, Toronto, has placed half-hour weekly *Edward Arnold Show* on all Canadian tv stations; Gruen Ltd. and J. & B. Watchbands, Toronto, have placed half-hour *The Playhouse* weekly on all Canadian tv stations; General Mills Ltd., Toronto, half-hour *Lone Ranger* weekly on Ontario stations.

Britain Plans Use Of Fm Broadcasting

PLANS for introducing fm broadcasting into Britain are well along, Morris Novik, radio consultant, said on his return from London where he represented the U. S. at

BRITAIN

a UNESCO meeting on international educational broadcasting.

The postmaster general, Earl De La Warr, has allocated three million pounds ($8.4 million) for the construction of 28 fm stations in nine areas of Great Britain, tied up with existing tv locations, Mr. Novik reported. The first fm transmitter, at Wrotham, to cover London and the southern counties of England, is scheduled to go on the air next spring, he said, with the full quota of 78 to be operating by 1956.

The radio industry council is cooperating with the BBC by agreeing to produce low-price converters for am sets to enable them to get fm reception and to equip all new sets for fm reception. Problems of interference and static are said to make fm much more important to the listening public of the British Isles than it ever was in the U. S. The eventual hope is to abandon am broadcasting altogether, sometime after 1960, when the conversion to fm has been completed over the country, Mr. Novik said.

CBC, NABET Ask Mediation

A FEDERAL conciliation board has been requested by the Canadian Broadcasting Corp. and the National Assn. of Broadcast Employes & Technicians, to mediate renewal

CANADA

of the union's agreement. Weekly meetings at Ottawa between CBC executives and NABET representatives over a two-month period have failed to negotiate a contract. It is understood agreement has been reached on all points but wages and an overtime formula.

SOUTHEAST
Gates • ATLANTA
1133 SPRING ST., N. W.
TELEPHONE - - ELGIN 0369
— FOR ALL BROADCAST EQUIPMENT NEEDS —

Big Radio Package

IN WHAT is believed one of the biggest package program deals in

CANADA

Canadian radio, CJON St. John's, Nfld., has purchased 70 transcribed dramatic shows from All-Canada Radio Facilities, Toronto. The transaction includes five-minute, quarter-hour and half-hour transcribed shows.

Commercial Tv Considered For West German Stations

WEST GERMAN tv stations are contemplating commercial television, it was indicated last week. The stations are now run on a strictly non-commercial basis similar to the BBC in Britain.

It is understood that stations need the money badly. Gross receipts of all West German television stations is a mere $50,000 per month, a fraction of what is actually spent. Deficit has been balanced, up to now, from radio set license fees. This system has, however, never been approved by radio listeners nor are the stations happy about it.

Adoption of a spot advertisement system similar to that of West German radio stations is reported to have met fierce opposition from the audience. They argue that the stations can't sell time which the audience has paid for by monthly license fees of about $1.25 per month and per television set.

There are two plans to meet this situation. The first plan proposes a commercial program separated completely from the present three-hours-a-day schedule paid for by set owners via license fees. This would confine commercial television in West Germany to existing stations' daytime hours. Nevertheless, German advertisers reportedly are willing to accept this scheme.

The second plan, which will probably be carried out by the Hesse Radio television station, would provide a separate station for commercial tv. The station would operate on a basis that would allow Hesse Radio to finance a non-commercial television station from the earnings of the commercial one.

Aside from these plans, it is understood there are strong pressure groups from various business quarters seeking an entirely new approach to the government's licensing policy. These groups argue that there is no reason for withholding licenses from business interests.

British Commercial Tv Set for Debut in Year

BRITAIN'S version of commercial tv is scheduled to debut in about a year with two or three production companies dominating the field at first, according to an announcement by Sir Kenneth Clark, chairman of the

BRITAIN

Independent Television Authority. The ITA is composed of seven men, including Sir Kenneth, and two women, all of whom were appointed by the Government last week.

With the advent of commercial tv, the government-owned BBC will continue its non-commercial telecasts. The ITA, meanwhile, will own its own transmitting system and will sell air time to broadcasters, to be known as program contractors, who in turn will sell advertising. The contractors will produce programs with commercials. The authority, how-

ever, will set rules as to how the commercials are to be spaced and how long they can be.

Program contractors will be selected from a list of applicants on the basis, first, of "our belief that they will provide high standard of programs," Sir Kenneth said. He also estimated that a contractor would need capital of 3 million pounds ($8.4 million).

Three Plan Tv Starts In Early September

THREE more Canadian tv stations will go on the air the first week in September. CKLW-TV Windsor (Detroit), ch. 9; CFPA-TV Port Arthur, Ont., ch. 2, and CJCB-TV Sidney, N. S., ch. 4, will all be on the CBC television network about that time. CKCK-TV Regina, ch. 2, began telecasting Aug. 1.

CANADA

By Oct. 15 CKWS-TV Kingston, ch. 11, and CHCT (TV) Calgary, ch. 2, are scheduled to go on the air, bringing the total of Canadian tv stations on the air by that time to 18.

Russian Tv Progress Told London Meeting

A TOTAL of nine tv stations and 700,000 tv sets are in operation in Soviet Russia, according to two Russian tv directors in London for an international tv meeting by invitation of the BBC. It is expected the number of sets will reach the one million mark by the year's end. License fees paid by set owners, amounting to three rubles per month, finance Russia's tv stations. The directors also reported that color tv will be introduced in October.

LONDON

According to a survey reported at the London meeting by Gustav Genschow, Bremen, West Germany, there are 33,718 licensed tv sets in West Germany and 10,000 to 12,000 in the Netherlands. A license fee equivalent to $1.50 per month is charged West German set owners. Observers have estimated, it is reported, that there are at least three times as many West German tv sets in operation as are licensed. Many set owners have not reported ownership because of the high license fee.

Canadian Set Count

A TOTAL of 771,444 television sets were in use in Canada at end of June, according to a tabulation of All-Canada Television, Toronto, and the Radio-Television Mfrs. Assn. of Canada. The tabulation covers all sets since tv started in Canada and shows that the province of Ontario has 480,093 of all the sets in Canada. Quebec province has 220,416 receivers, British Columbia 42,155 sets, the three prairie provinces 11,428, and the four Atlantic Coast provinces 6,617 sets.

CANADA

MANUFACTURING

DuMont's Halpin to Speak On Tv Era at Texas Meet

DAN D. HALPIN, general sales manager, Allen B. DuMont Labs Inc., will discuss "The Golden Era of Television" at the Texas Radio & Television Service Clinic and Electronics Fair, to be held in Dallas Aug. 27-29.

Over 700 retailers and service leaders are expected to attend the event, sponsored by the Texas Electronics Assn., with sessions slated for the Adolphus Hotel. Leaders from all phases of industry will participate. Mr. Halpin, chairman of RETMA's Sales Managers Committee, will speak this Friday afternoon.

Among other industry speakers will be Clint E. Walter, RCA Service Co. technical specialist, who will talk on "Understanding Color," discussing design and service requirements of color tv receivers. Vergal Bourland, president of the National Appliance & Radio-Tv Dealers Assn., will address the Friday evening banquet.

Other speakers include Steven R. Mihalic, General Electric Electronics Div., on GE color set operation, and Dan Lerner, Philco Corp., on color test equipment for servicemen. Causes of tv interference will be covered by Lewis G. McCoy, American Radio Relay League.

Admiral Tv Set Production To Utilize Printed Circuits

ADMIRAL Corp. is "rapidly extending" its production program to encompass printed circuits for tv receivers with resultant lower operating costs, the firm announced last week.

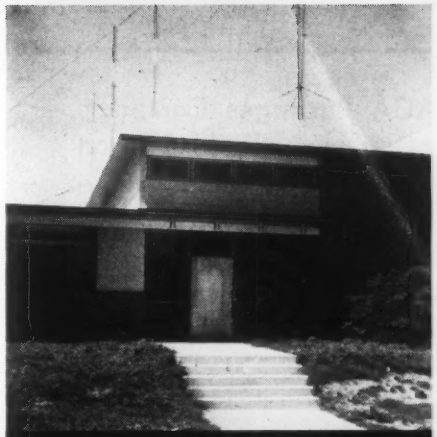
John B. Huarisa, Admiral executive vice president, reported that, while retail television sales the first half of 1954 are ahead of last year's period, most sales were from distributor and dealer inventories. He predicted that Admiral sales and earnings during the second half of this year should equal last year's, now that inventories have been reduced.

Occasion of Mr. Huarisa's views was the release of Admiral's financial report for January-July of 1954. The firm reported sales of $105,201,498 and earnings of $2,558,850 after taxes for the first half, both off from a similar period in 1953. At that time sales hit $131,222,438 and earnings $4,762,152. Net earnings per share this past fiscal year amounted to $1.09 on over 2.3 million outstanding shares.

Marketing Sections Created For GE Sub-Departments

CREATION of a new marketing section in each of the three sub-departments of the General Electric Co.'s tube department was announced last week by Milton J. Lang, general manager of the tube department.

Reed V. Bontecou, previously product manager for all GE tube products at tube department headquarters, Schenectady, N. Y., has been named manager of marketing for receiving tubes with headquarters in Owensboro, Ky. Richard A. Norman, formerly manager of manufacturing for the cathode-ray tube subdepartment, Syracuse, has been appointed manager of marketing in that sub-department. The new marketing manager for industrial and transmitting tubes is Robert O. Bullard, previously manager of marketing administration at tube department headquarters.



NEW FACILITIES FOR BUILDING
BIGGER SALES

This ultra-modern structure is WIBG's new studio and transmitter headquarters.

WE SPECIALIZE IN SELLING!

CAR CARDS
with sponsor credit appear throughout the year and cover the entire city.

24-SHEET BILLBOARDS
blanket the complete Philadelphia market area, promoting WIBG programs.

WINDOW DISPLAYS
of sponsors' products face directly on Walnut Street—downtown—the only such display on this busy thoroughfare.

DIRECT MAIL
goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

These extra promotion bonuses are a special service which WIBG gives to all its sponsors. Our main objective is to SELL YOUR MESSAGE to the public. Audience appeal, listener loyalty, plus our expanded facilities and special promotional services are further proof that radio is still the best advertising buy in Philadelphia.

10,000 Watts
Philadelphia's most powerful independent.

W I B G

Represented by
RADIO REPRESENTATIVES, INC.

RCA Packages Compact Microwave Radio Station

RCA Engineering Products Div. announced Wednesday what it claims is the first commercial packaged microwave radio station, "a compact, weatherproofed metal cabinet, housing complete transmitting and receiving equipment for 'line of sight' one-hop point-to-point communication."

RCA said it believed the package to be the lowest priced microwave station ever marketed, with a cost of less than $3,000 depending upon antenna and line requirements. Multiplex equipment can be installed inside the cabinet to provide two voice channels with signaling if more than one channel is needed. Additional voice or telegraph multiplex units can be added.

According to C. W. Lewis, division manager of communications marketing, the equipment is designed particularly for the "economical requirements of such circuit operations as remote vhf control, voice communication, facsimile, telegraph, telemetering, and supervisory control applications."

The package measures about 5 ft. high, 2 ft. wide and 15 inches deep and houses the RCA 960 mc microwave radio equipment.

GE Plans Stanford U. Lab For Microwave Tube Study

GENERAL ELECTRIC Co. will establish a laboratory on Stanford U. grounds at Palo Alto, Calif., for development and exploration of microwave electron tube application to the broadcast, communication and radar industries, according to a joint statement issued last fortnight by Dr. Wallace Sterling, university president, and Dr. W. R. G. Baker, GE vice president and general manager, electronics division, Syracuse, N. Y.

Such tubes "will improve fringe tv reception" and "permit much more efficient utilization of communications channels . . . for microwave relay . . . ," the statement said.

H. R. Oldfield Jr., manager of GE's advanced electronics center at Cornell U., Ithaca, N. Y., will be manager of the new laboratory. Mr. Oldfield stated there are no formal ties between Stanford U. and GE, other than laboratory lease and arrangements for GE scientists attached to the laboratories to take advanced degrees and studies from the university.

Tv Screen—1964

A LOOK into the future—General Electric says—maybe 1964 or thereabouts—envisions a different kind of home tv set and also a new type of translation for the abbreviation, POW.

Today's common meaning of POW is "prisoner of war" but at GE it becomes the "picture on the wall." Far from imprisoning the tv picture in a conventional receiver, GE's POW set would free a

A MODEL of 1964's tv screen is examined by Dr. L. T. DeVore (r), manager of the GE Electronics Laboratory, and J. P. Jordan, manager of components development engineering.

picture screen so thin that the complete unit could be hung like a painting on the living room wall.

Circuitry would be built into the picture frame and use printed wiring and miniaturized components. Controls would be located in a small box beside the easy chair. For the table model, the thin POW would be mounted like a vanity mirror attached to slender arms reaching upright from a small oblong cabinet housing circuitry and controls.

GE Names Maier

DR. LEONARD C. MAIER has been appointed manager of engineering for the General Electric cathode ray tube sub-dept., Robert E. Lee, general manager of the unit, announced Wednesday.

Dr. Maier, since 1950 in various engineering positions in GE's Electronics Lab, will be in charge of all cathode ray tube product engineering for the firm's monochrome and color tv picture tubes and special purpose cathode ray tubes. Earlier this year, Dr. Maier was appointed manager of applications and techniques for the laboratory's development engineering section.

Ampex Sales Increase, But Net Profit Down

SALES of Ampex Corp., Redwood City, Calif., during fiscal year ended April 30, 1954, totaled over $5.4 million, with commercial sales rising from 42% during previous year to 68%, it was revealed in a statement last week.

Despite sales increase, net profit before taxes dropped from previous year's $302,000 to $70,000, with net after taxes down to $26,000 from previous $89,000, statement revealed. However, firm executives said this resulted from Ampex policy of charging developments off to current expenses, rather than allowing long-term amortization. Cost of research and development projects increased from previous $119,000 to $369,000 during past fiscal year, they stated.

MANUFACTURING SHORTS

George Scherr Co., N. Y., announces "new Precision Dynamometer for measuring spring tension, starting torque and the force required to actuate delicate mechanisms," useful as stylus pressure gauges, in two models calibrated from 2 to 15 grams or 3 to 30 grams each way from center position with models which have range extended to 50, 100 and 150 grams also available.

Fairchild Recording Equipment Co., Whitestone, N. Y., has placed on market professional record playback system designed for use in recording studios, advertising agencies and radio and tv stations.

CBS-Columbia Inc., N. Y., adds five-tube, AC and DC, model 5165 table model radio with built-in antenna, vernier tuning and automatic volume control to 1954 line.

Electronic Tube Corp., Philadelphia, has new cathode ray tube with 7" diameter face designed for multi-channel oscilloscopes.

MANUFACTURING PEOPLE

Leroy J. Kallmeyer, manager, city sales, export dept., Standard Electric Corp., N. Y., IT&T subsidiary, appointed export sales manager of department.

Donald K. Jewell, formerly chief engineer, Pollak and Skan Photographic Industries Inc., Chicago, to new products div., Filmotype Corp., same city, in same capacity.

William H. Clithero Jr. to Gates Radio Co., Quincy, Ill., as branch store operations manager.

E. N. Cundiff, Cleveland, new business development manager, Graybar Electric Co., N. Y., appointed Toledo branch manager, succeeding **A. W. Hallett,** to be assigned special duties in Cleveland.

Ernest A. Marx, director, international div., Allen B. DuMont Labs, Clifton, N. J., to Europe on television survey in nine countries there.

Samuel B. Williams, assistant to chairman of board of directors, Sylvania Electric Products Inc., N. Y., retires Aug. 31.

WWKO

Eastern Kentucky's newest and most powerful station serving the entire Tri-State of the rich Ohio Valley.

5000 WATTS — ASHLAND, KENTUCKY — 1420 KC

Charles F. Trivette, President

"WHEChaindising..."

A POTENT WHEC MERCHANDISING PLAN TO PUT YOUR PRODUCT IN PROMINENT DISPLAYS LIKE THIS:

IN 61 LEADING ROCHESTER & AREA SUPER MARKETS

(27 A&P STORES AND 34 STAR MARKETS)

At the same time that it is being advertised on Rochesterians' Favorite Radio Station, WHEC . . .

HERE'S HOW:

1. To qualify, you purchase seven Class B announcements, or their equivalent, on a firm 13-week minimum WHEC contract.

2. Through our special arrangement with A & P Stores and Star Super Markets, your product will be *prominently* displayed right at the point of sale, for one week, in 61 Super Markets. (It is, naturally, essential that your product be approved and stocked by the Stores).

BUY WHERE THEY'RE LISTENING:—

CBS **WHEC** of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. *New York, Chicago,* LEE F. O'CONNELL CO. *Los Angeles, San Francisco*

Cities Service goes for high stakes...

Test wells are put down on an average of one every 4 days by

CITIES SERVICE

A Growth Company

features

- **WTMJ-TV Milwaukee started from scratch with color tv. John Colby Lewis tells what the station discovered. Page 70.**

- **WKNX-TV turns to poetry to sell its uhf operation in Saginaw. Page 72.**

WTTM Covers a Governor

FEW WORDS spoken officially by New Jersey Gov. Robert B. Meyner escape the notice of WTTM Trenton.

In fact, every "on the record" statement he makes at his twice-weekly news conference is tape recorded for use by the station, this the latest development in a continuing close association between the station and the governor.

Gov. Meyner began using radio during his primary election campaign. He was interviewed by WTTM's Arnold Snyder the day he declared his candidacy for the Democratic nomination. Later he appeared on the station's *Primary Battleground* program. He broadcast on WTTM the night he won the primary.

WTTM followed him closely all through the general election campaign, and was the first station to carry his victory statement on election night.

Shortly after Gov. Meyner's election Mr. Snyder suggested to General Manager Fred L. Bernstein that radio in general—and WTTM in particular—was in an excellent position to give a new dimension to coverage of the governor's office. Already installed in the governor's news conference room was $3,000 worth of unused tape recording equipment. It was WTTM's feeling that the governor would agree to dust off that equipment. He did. A few experimental conferences were taped before he took office—and the idea was sold.

Three microphones placed on a long conference table pick up sound from all parts of the room. With a switch to his right Gov. Meyner controls the operation of a Magnecorder in the adjoining room. One of his aides is assigned to see that the mikes are on the table and the recorder ready to roll before each conference.

It usually begins with some good-natured banter, then the governor says, "We're on the air," flicks the switch, and the news conference is underway. WTTM's agreement, scrupulously observed, is that the recorder keeps rolling as long as he is "on the record." If he desires to go "off the record," he flicks off the switch.

Mr. Snyder attends all of Gov. Meyner's news conferences. He first telephones bulletins to the WTTM newsroom for use on regular news broadcasts, then takes the tape back to the studio. Excerpts are used on *News at Noon* and *News at Six*. Joe Ayares, editor of WTTM's *Delaware Valley Review*, 30-minute nightly all-local news program, edits out six or seven minutes of the conference for use on his show.

WTTM gets its news, the governor gets his message across to the people, and the people keep up with their government. It's a profitable arrangement.

LIVING and LEARNING WITH COLOR TV

WHAT WTMJ-TV FOUND OUT ABOUT USING THE COLOR DIMENSION

by John Colby Lewis

WTMJ-TV MILWAUKEE was one of the first stations in the country to bring in color television equipment after the FCC approved compatible standards last December. Using that equipment in the succeeding months has been largely a matter of trial and error for the production and engineering staffs. What they learned was compiled by Mr. Lewis, assistant program manager, in a summary for producers and directors. B•T submits his information as basic reading for anyone who is going to handle tv's newest technique.

LIGHTING: Color fidelity depends on enough light (300 to 400 fc) evenly applied.

The amount of light reaching the camera tubes is regulated by an iris control at the video control console. Colors change as this iris is opened and closed. If the illumination on the brightest areas of a scene is just enough for faithful color reproduction with the iris wide open, the color of darker areas is bound to appear false since the iris can be opened no farther to expose them properly.

The color of a subject changes perceptibly as it moves through hot spots and shadows, which unless motivated should therefore be evened out. The unevenness may be caused not only by direct light but also by bounce light from some reflectant surface. In judging the light distribution, a meter is more reliable than the eye.

The color of the subject also changes as it moves along a horizontal light beam, either towards or away from a close-at-hand source. Overhead lights should therefore be beamed in at no angle flatter than 45 degrees. If floor spots are used, they should be on as high stands as possible and at some distance from the person walking towards them.

To adequately light a given playing area takes not only the sources immediately above it but also as many as three rows of overhead lamps downstage of it. This means that you cannot light the whole studio to a level sufficient for color pickup. Playing areas must be restricted in size and located with reference to light positions.

Spots on floor stands, panning with the action, have proved helpful in reinforcing insufficient light levels. Care must be taken, however, that they move with the camera so not to unbalance the evenness of the illumination.

Backings need as much light as performers in order to establish their true color. Under insufficient light they may mottle with tinges of spurious colors, as is the tendency with underlighted areas.

Back light is as effective in color as in monochrome. Because of the intense front light, backlight spots need either to be focused down or supplemented to develop sufficiently snappy rim lighting. Back light is effective for enlivening bottled liquids, especially if in dense containers.

Tests have indicated the possibility of tinting neutral backgrounds such as gray drapes with colored light from scoops and spots equipped with gelatine and from striplight sections. We also have tried colored light on the back of the rear projection screen. In both instances, the white light used on the playing area must be prevented from washing out the colored background light, both by bringing performers out at least eight feet from background and by lighting them from a fairly steep angle. It is difficult to color a background evenly because light that rakes it shades off rather sharply.

The amount of light required for color pickup creates glare that may trouble performers' eyes, and heat that may exhaust them if they are not given sufficient respite from it. Perspiration may quickly bring back shine to powdered faces and even show through pancake makeup, looking like blisters.

ENVIRONMENT: The color of the subject is affected by that of surrounding and background areas.

Thus the color of skin and clothing may change as a performer moves from one background to another, particularly if these backgrounds differ widely in value (the amount of light they reflect).

It is safer to keep backgrounds fairly plain and uniform, not only to avoid the result just mentioned, but also because color is of such interest itself that too much additional detail will make a confusing picture. Still, one must maintain enough value variations to keep the black and white picture interesting.

Large, glaring white, or extremely light areas of background or costume darken the tones of everything nearby and thereby change its hue. That makes them a poor environment for subjects where color fidelity must be maintained, such as flesh tones and commercial products. To play safe, use backgrounds a shade or two darker than the subject. For darkening a backing without repainting or substituting a new one, you may be able to move a light off it, or to move it back, angle it down, or shield it so that it receives less light to reflect.

Reflectance, incidentally, plays a substantial part in color appearances. The appearance of glossy surfaces is sometimes hard to predict. For example, a "desert rose" seamless paper may register as a near white owing to the way it reflects light into the camera. For the same reason, shiny faces may look pallid. Glitter is no problem, however; jewelry and band instruments produce no black halo as in monochrome.

Almost always, backgrounds need to be more desaturated than the subject of interest so that they will not overpower it. In some cases, materials that seem dull to the direct observer will prove too bright on camera. Thus blue will generally come through stronger or more "electric" than one would expect.

On the system, as elsewhere, warm colors advance; the hotter, the more so. Hence avoid strong reds, oranges, and yellows in background or in accessories where they will detract from the center of interest.

In making a subject stand out from

Color Television

background in monochrome, we had only one dimension to vary: that of value (or brightness, if you will). Now we have two additional dimensions: saturation and hue. If subject and background are similar in hue, at least one of the remaining two dimensions should show contrast in order to make the subject stand out. Or if subject and background are similar in value, then the saturation should be contrasted, or the hue. For hue contrast, you can't go wrong in selecting complementaries. Thus blue-greens back up flesh tones nicely, giving them maximum snap.

Some experimentation, as yet inconclusive, has been made with shooting commercial products in "limbo"—taking so much light off the background that it would not matter what bcakground it happened to be, and lighting only the immediate area of the products. The trouble we have had so far is the showing up of spurious color against the darkened background so that instead of reading as nothingness, it takes on some cloudy color, usually greenish but with other hues possibly evident as well.

PECULIARITIES: Color appearance depends in part upon certain peculiar characteristics of the electronic system.

Already mentioned is the tendency for blues to intensify on camera. Color mixtures in which blue is present will seem more blue on camera than in studio. Thus blue-green, unless quite green, will look blue. A blue tint may show up in highlights such as those on a shiny human face. This color contrast between highlight and general flesh tone looks artificial and may exaggerate the modeling of undesirable features such as bags under the eyes. It should be countered as much as possible by powdering to reduce shine.

Some other hues, when quite saturated, may pop out of the picture with an effect resembling day-glo. Which hues, and under what conditions, is at present difficult to say.

With some faces (far fewer than we anticipated), the camera seems to exaggerate patches of red pigment on nose and cheeks, or call undue attention to the redness of backlighted ears. Bright red lipstick and nail polish should be avoided because they are exaggerated by the system.

The color goes out of subjects as they recede into distance, as during a long dolly-back. One can see the color change and pick up blueness. Close-ups produce the clearest pictures and most truthful color.

Some colors are particularly hard to reproduce—certain yellows, for example, may go too orange or too green.

Large white, gray, or dark areas will tend to show up the clouds of spurious color that sometimes drift into the picture. If you can fill your picture with positive hues, these spurious effects will be obscured.

After a period of use, the system will "drift"—the primaries become unbalanced and the three primary color images move out of registration. For this reason 10 minutes will be allowed before airtime (in addition to break and stand-by period) in order to readjust balance and alignment.

The color camera seems to reduce the definition of some faces, flattening and blending the features. Therefore some eyes may need to be strengthened with liner. In fact, girls generally need glamourizing, with particular regard to eye strength and cheek color.

THE CAMERA: If you have but one color camera, the director must plan his action and sets with this in mind, choosing material that can be done on one camera, and compensating by increased movement and interest in the subject matter for the lack of shot variety and loss of pace when one is unable to cut between cameras. Constant zooming in and out from table-top close-ups to performers' faces should of course be avoided.

Since the size and weight of the camera makes it hard to maneuver in anything but straight lines, only the simplest paths of camera movement should be planned. If a floorman is available to help move the camera, somewhat more complicated moves may be attempted. Time must be allowed to overcome inertia when starting a move, and the rate of motion will be slower than that of the monochrome camera.

To minimize camera movement, it is convenient to use the electrazoom lens and arrange the scenes in an arc of which the camera is the pivot. The widest angle possible with the electrazoom, however, is 26°, compared with 34° for the 50mm lens, which means that the camera must play pretty far back for establishing shots. Since the camera plus the electrazoom and cameraman requires at least eight feet of depth, only close scenes can be shot crosswise of studio or even diagonally across studio. For large scenes and wide shots, the optical axis must be lengthwise of the studio.

The taking lens is at six o'clock rather

WKNX-TV WAXES POETIC IN SAGINAW

" . . . ON CHANNEL 57" is a punch line not soon to be forgotten around Saginaw, Mich. It's the last line to an ever-increasing series of jingles used daily to promote sales, listenership, audience growth and station programming for WKNX-TV, uhf ch. 57 ABC-CBS affiliate there.

Item:

"There's fact, not fancy,
in sponsors' tales . . .
Of greater profits
made through sales . . .
. . . on CHANNEL 57!"

That and dozens of similar rhymes are used in newspaper ads, spots on WKNX-AM, the station's printed logs, and on tv through slides backed with music. They're all the creation of Parker Advertising Agency there, and are based on the premise that "there's altogether too much stuffiness and pomposity in most media promotion." Another WKNX-TV sample:

"My ink is black
said client McCombs . . .
Since moving my sales
into thousands of homes . . .
. . . on CHANNEL 57!"

The station's featured programs—network, syndicated film or live local—also come in for their share of the rhymes.

"Whatever your name,
be it Ron, Rick or Rory . . .
You're bound to enjoy
tonight's Favorite Story *. . .*
. . . on CHANNEL 57!"

or

"To digest the news
with a mind like Disraeli . . .
Join us each night
for the news by John Daly . . .
. . . on CHANNEL 57!"

or

"The candlelight's soft
with music Pagliacci . . .
George never *talks*
he's the silent *Liberace . . .*
. . . on CHANNEL 57!"

The first of the jingles appeared early in June as a daily feature in the station's newspaper ads replacing the traditional headlines. Due to the local paper's dropping all daily listings of radio and television programs in deference to a special weekend tv-radio supplement, WKNX-TV felt it necessary to take daily space to list program highlights. The rhymes were the answer—a different one for each day in the week, and different sets for each week in the month:

"Monday is here
it's in the book . . .
A perfect night
for you to look . . .
. . . on CHANNEL 57!"

and

"Tuesday's with us
all day long . . .
Lock the dial . . .
you can't go wrong . . .
. . . on CHANNEL 57!"

and

"Wednesday's here
its hours flying . . .
An excellent time
for real choice eyeing . . .
. . . on CHANNEL 57!"

Even the current WKNX-TV expansion program rates the poetic treatment:

"More watts are coming
from out of the blue . . .
Turn down your volume,
more power to you . . .
. . . on CHANNEL 57!"

"We'll light your screen
with something brand new . . .
The year's best picture
more power to you . . .
. . . . on CHANNEL 57!"

Howard Wolfe, WKNX-TV station manager, reports impressive reception of the rhymes by both advertisers and viewers. Plans now are underway to record the entire series in a permanent promotional library. And he comments:

"You never know
who sets the pace . . .
Until you check
the promotion space . . .
. . . of CHANNEL 57!"

Have you summer **TIME** *for*

EMERGENCY MARCH OF DIMES

Please help save the fight against polio from disaster . . . by giving these stars time to tell, on the air, the urgent story of the current polio emergency.

RADIO-TELEVISION PROGRAMS COMING TO YOU

QUARTER-HOUR TRANSCRIPTIONS

starring

Rosemary Clooney • Eddy Arnold • Freddy Martin

FIVE-MINUTE DISC JOCKEY INTERVIEWS

with hit songs by

Mindy Carson
George Shearing
Sarah Vaughan
Kitty Kallen
Betty Madigan
Vaughn Monroe

PLUS

Live and transcribed announcements

16MM TV SOUND FILMS

"It Was Not Enough" — ten minutes with Miss Helen Hayes. A gripping message from a mother who lost her daughter to polio

---

and 20 moving, one-minute appeals from polio victims themselves speaking from their iron lungs and hospital rooms

---

plus a ten-minute Emergency March of Dimes newsreel covering the Salk vaccine field trials and polio epidemic areas in the United States today.

JOIN— EMERGENCY MARCH OF DIMES

AUGUST 16th—31st

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER

120 BROADWAY, NEW YORK 5, N. Y. • ***HOWARD J. LONDON,*** Director • Radio-TV and Motion Pictures

TELEPHONE BEekman 3-0500

than twelve as with the RCA monochrome camera. When the lens is raised opposite performers' faces, the viewfinder is above the eye level of the cameraman. Because of this, and because of the length of the camera, a tilt-down from this level will raise the rear of the camera so high that the cameraman cannot see through the viewfinder hood. But if the hood is removed, the image on the viewfinder will probably be obscured by the strong studio lights.

Down shots with the camera close in to a table or counter are therefore very difficult unless the cameraman is provided with a stool. But this may immobilize the camera in a position too close to take an adequately wide shot of the scene.

Focusing is controlled by a handle bar grip, which is also used for pushing the camera, and revolves just opposite from the crank on the monochrome camera. A new cameraman may need time to get used to these differences.

COLOR SLIDES: At WTMJ-TV slides are fed horizontally through the flying spot scanner in a holder which accommodates only four slides at a time. To prevent showing each new slide move into place, it is advisable for the video control man to go to black on the cue "change slide," fading up again when he sees the next picture in position. If more than four slides are used in direct succession, time must be allowed for already used slides to be removed and new ones substituted. Depending on the circumstances, it may be necessary to hold a slide on the air for as much as ten seconds while such changes are made, in which case there should be enough copy or music to cover. Six slides, pretty evenly spaced, are probably maximum at present for a minute commercial or promotion.

Once the primaries have been balanced, the color appearance of any given slide depends on how much light passes through it to the pickup tubes. Obviously a film of great density will let less light through than one of thinner density. Therefore it is desirable to select slides of similar density for any given sequence. When this is impossible, the differences may be evened out with neutral density filters. Otherwise an engineer must regulate the iris, opening and closing it as required to transmit the proper amount of light to the pickup tubes.

In making color slides, remember that color receivers have the French oval screen, which mask some of the corners. Safety area is 1" x ¾", with the corners kept in mind.

Aspect ratio will rule out in color, as it does in monochrome, most slides made vertically.

Color slides made from underexposed negatives should be avoided. Underexposure generally takes on a blueness in the slide which is accentuated in the system.

In scenic slides, large dark areas (such as trees in the foreground) may not show all the color they do in natural projection, due to the weaker light source of the scanner.

Maximum readability of title and caption slides is secured from white lettering. Black is less effective because of the added interest of the background color.

Slides should be delivered to the color coordinator well in advance of contemplated use in order to check density and aspect ratio. Normally this check will be made with a projector in the Art Department office.

SWITCHING: One can dissolve between slide and live camera.

With advance notice one can incorporate black-and-white film into the program, but one must switch to and from it rather than dissolve since the chrome and monochrome systems operate on different sync generators.

Do not forget the cues "switch to color" and "switch to monochrome" when beginning and ending your program.

GENERAL: The factor of color should not be construed as a reason for elaborate productions. If color is to be feasible here, we must be able to do it economically. In our experiments with local shows, we should keep as close to the normal monochrome format and mounting as possible, adding or changing elements only when absolutely necessary.

Thus make-up is not necessary for all performers here. Nor is it invariably necessary to use the special CTV (Color Television) make-up that is deficient in red. Staff members who need make-up are expected to apply their own. Regular non-staff performers should also be encouraged to do their own, perhaps after some initial instruction from a member of the Production Department.

At present, however, color will certainly take more check time than monochrome—largely because light distribution is so critical a factor and requires time and patience to get right.

During production of a color show, the director should work closely with the engineering supervisor in regard to lighting, and with the color coordinator in regard to color selection. He should also consult the production manager well in advance whenever a color problem seems to require some new element of scenery, properties, or make-up not normal to the monochrome production of the show in question.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Mondays (5:30-6 p.m. EDT): Film, *Time for Color.*

Aug. 25: *The Big Payoff,* Colgate-Palmolive Co., through William Esty

Aug. 31: *Danger,* Block Drug Co., through Cecil & Presbrey

Sept. 7 (10-10:30 p.m. EDT): *Life With Father,* Pet Milk Co., through Gardner Agency

Sept. 8 (12:15-12:30 p.m. EDT): *Love of Life,* American Home Products Corp., through Biow Agency

Sept. 14 (9-9:30 p.m. EDT): *Meet Millie,* Carter Products, through SSC&B

Sept. 15 (10-11 p.m. EDT): *The Best of Broadway,* Westinghouse Electric Corp., through McCann-Erickson

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

Aug. 24: (Home Only) Cooking demonstration by Chef Phillip. Also four-minute color film.

Aug. 26: (Home) Remote pickup from Milwaukee, Wisconsin State Fair. Also Pickup from New York Museum.

* * *

Sept. 12 (7:30-9 p.m.): Color Spectacular—"Satin & Spurs"—sponsor, Reynolds Metal Co., through Russel M. Seeds, Chicago.

[Note: This schedule will be corrected to press time of each issue of B•T.]

FREE
PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Make-up Artists
- Film Editors
- Salesmen

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

Right From KDKA's Station Log...

56,000 HOURS ON AIR...

...and going strong!*

KDKA's 50-KW AM power amplifier, using two RCA-5671's.

...says T. C. Kenney, CHIEF ENGINEER OF STATION KDKA

You're looking at the two RCA-5671 power triodes used in the power amplifier of Station KDKA's 50-KW transmitter.

Both tubes have logged over 56,000 hours *apiece* since they were first placed in service more than seven years ago. And to quote Mr. Kenney, "*They're still performing just as satisfactorily now as they did then.*"

The 5671 is just one of the many RCA power types that are "delivering" long life performance in broadcast transmitters throughout the country. Broadcasters everywhere like the extra dividends of lower operating cost—lower capital investment per hour of tube performance—minimum "down time"—more stable operation, that they get from RCA power tubes.

Your local RCA Tube Distributor is always ready to fill *all* your broadcast tube requirements promptly. Just pick up the phone and give him a call . . . you'll like his dependable service.

*(*as reported June, 1954*)

RCA-5671—forced air-cooled power triode for 50-KW AM transmitters ...the power tube with thoriated tungsten filament

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

FEW ANCIENT AUTOS IN IOWA

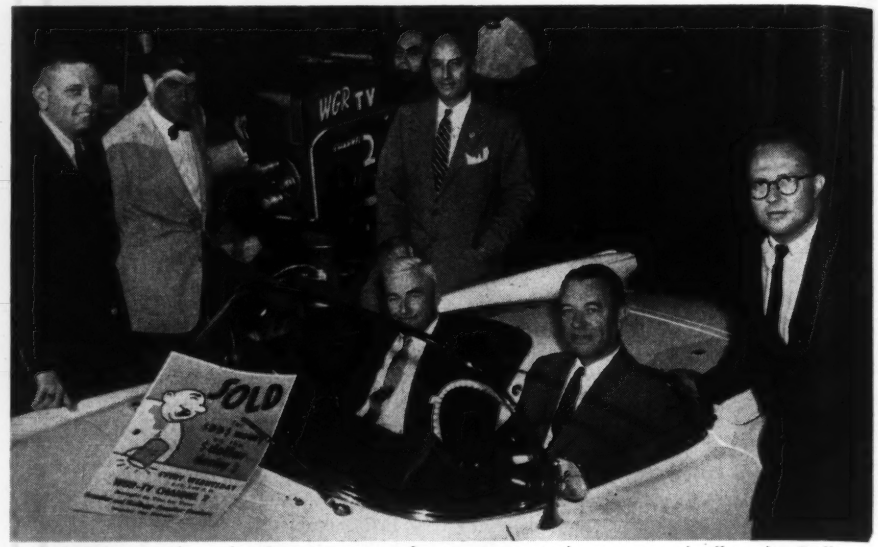
WMT Cedar Rapids, Iowa, is distributing to advertisers and agencies a glossy poster titled "One car in ten doesn't have a radio." A picture of an early automobile is printed on the sheet, typifying that one car—behind the times. Declaring "Wherever you go—there's radio," WMT bills itself in an attached letter as "Eastern Iowa's Greatest Traveling Show." There are almost one million radio homes in "WMT-Land" and over 335,000 radio-equipped automobiles in the same area, the station further reports.

STRONG TALKER

MBS is sending to advertisers and agencies a 40" x 37" poster displaying "Mr. Plus," promotion man of MBS who is a cross between Tarzan and a microphone. An attached note explains the network realizes it is not quite file size but that the story they have to sell is so big they had to match it in size with the poster. Mr. Plus is shown raising a pair of dumbells and the caption reads "Lift . . . Mister?" He explains, with statistics, the many benefits of advertising on MBS.

'LITTLE MISS WASHINGTON'

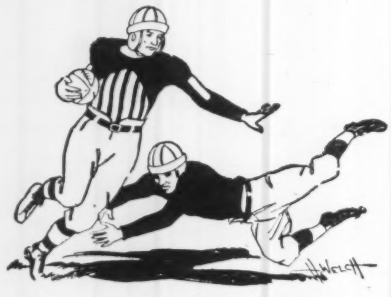
WNBW (TV) Washington is staging its third annual "Little Miss Washington" contest, junior edition of the "Miss Washington" contest for big girls. For young ladies between the ages of 5 and 10, the event is in progress from Aug. 18 to Sept. 6. Contestants are chosen from photographs and 15 at a time appear on the Wednesday and Friday shows of *Inga's Angle*, program conducted by Inga Rundvold. Two semi-finalists are chosen from each group to appear on a special program Sept. 6. The child chosen as "Little Miss Washington" will receive a wardrobe in addition to toy prizes awarded to all contestants.



SEATED in a Chevrolet Corvette, one of many items to be auctioned off in the Dollar Derby promotion conducted Wednesdays over WGR-TV Buffalo, are Kellogg Mann, president of the co-sponsoring Kellogg Petroleum Products Corp. and (behind wheel) Clayton G. Maxwell, vice president of Frontier Oil Refining Corp., the other co-sponsor of the audience-participation show. Standing (l to r) are: Bill Daley, Comstock & Co., advertising counsel for Frontier and Kellogg-Frontier; J. Joseph Bernard, general manager of the licensee WGR Corp.; Richard H. Ullman, president, Richard H. Ullman Inc., Dollar Derby packager, and David Fernow, account executive, Ketchum, MacLeod & Grove Inc., national agency for Chevrolet dealers.

IN TO WIN

PUT in the big band section of the SESAC Transcribed Library. Win audiences and sponsors by giving your sports broadcasts the tang of really being there . . . with the All-American and the National Symphonic Bands.



10 QUARTER hour network quality sports scripts sent to all SESAC Library Subscribers for commercial sponsorship during the football season.

The **SESAC** Library is **LOWEST** in cost for a **COMPLETE** Program Service.

SESAC INC.

475 Fifth Avenue • New York 17, N. Y.

ORANGES FOR TIMEBUYERS

FIRST ten geography-minded New York advertsing agency timebuyers who can name the 15 cities in the world having a population of over 500,000 will win a crate of Florida oranges from WMMB Melbourne, Fla. Sponsoring the promotion-contest, WMMB has supplied the first of the cities—Melbourne, Australia—to emphasize their own location. The oranges will be mailed to the winners in December—when the crop is at its best.

GOOD COVERAGE

BOB JONES of WIST Charlotte, N. C., believes his coverage area is pretty good these days. Mr. Jones, who conducts *Party Line*, a program where listeners send him their problems by telephone and mail, recently was the subject of a profile story in *Newsweek* in connection with his program, and in response, a writer for foreign papers did a feature for overseas distribution. Mr. Jones then received from a reader in Kilwinning, Ayrshire, Scotland, a problem—how to get into radio in the U. S. Although the program is normally limited to problems within the station's coverage area, Mr. Jones feels a service can be rendered in this special case. So help is on the way to Kilwinning, complete with a "southern accent."

STARS ARE BORN?

LYNN POOLE, originator of DuMont Tv's *Johns Hopkins Science Review*, is the country's most unintentional tv personality, according to Robert M. Yoder. Mr. Yoder, in his "Tv's Shoestring Surprise" article in the Aug. 21 *Saturday Evening Post*, explains that Mr. Poole originally expected to stay off-camera but that during an early show his scientist-guest balked,

stating that he wouldn't make a fool of himself on tv and that he wanted company. So Mr. Poole has become m.c., host and a fixture on the program. The *Johns Hopkins Science Review* is unsponsored and spends less in a year than many shows do in a night, the article said.

POWER BOOST PROMOTION

WIBV Belleville, Ill., went out in a big way promotionwise to announce its recent power boost from 250 w to 1 kw and frequency from 1060 kc to 1260 kc. The station used blanket coverage on "break" spots, news stories on all newscasts and mentions of the new power and dial location on all programs the day before the change took place. Additionally, according to Clarence J. Keller, WIBV manager and promotion director, the station used 18 billboards throughout the county, 15 half-page ads in daily and weekly newspapers and 30 bus cards. Billboards were utilized for 30 days and bus cards for 60 days, with the tag line of "The New Spot on Your Dial . . . 1260 1000 watts . . . WIBV Radio." The entire cost of the campaign was $2,300, Mr. Keller reported, adding that the expenditure has paid off. The station has a 12-month plan to supplement radio with outside media.

'ALL ABOUT BILL'

JUDY WALLACE, personality of *Brunch With Judy* program over WTVJ (TV) Miami, becomes six persons as she will portray all characters in the new feature being incorporated into her show, "All About Bill." The 1-1:30 p.m. time segment of the program primarily appeals to women and so "All About Bill," the station explains, is naturally centered around a man. The story tells the day-by-day happenings that make "Bill" interesting to a number of different women. In the series Miss Wallace will portray, among characters, Mom, the secretary, the fiance and the "other woman."

WKBN-AM-FM MARKET ANALYSIS

WKBN-AM-FM Youngstown, Ohio, is sending to advertisers and agencies a market analysis designed "to show advertisers the true strength and importance of a major marketing opportunity, sold and serviced by WKBN's blanketing radio coverage." The 21-page booklet is filled with complete and detailed market information, including comparisons of other leading cities to Youngstown's buying power, population and industrial and manufacturing output.

CORN-PICKERS' CONTEST

WGN Chicago will join with the Bloomington-Normal Junior College of Commerce in cosponsorship of the third annual Illinois mechanical corn picking contest on a Bloomington farm Oct. 1-2. The U. of Illinois College of Agriculture and Illinois Agricultural Assn. also are cooperating on the event. The accident drop among cornpickers last year was attributed partly to the emphasis placed on safety by the Chicago Tribune station and the Jaycees in 1952-53.

WQXR AIRS JAZZ

WQXR New York, which for almost 20 years has devoted itself to broadcasting "the best music of all kinds" except jazz, has launched a regular weekly jazz program titled *The World of Jazz* (Mon. 9:05-9:35 p.m.). The 52-week series is sponsored by the Coca-Cola Bottling Co. of New York. The contract for the series was negotiated by Hilton & Riggo for Coca-Cola and Norman S. McGee, vice president in charge of sales for WQXR.

All For Alston

WOR-TV New York, which carries the home games of the Brooklyn Dodgers, was set to launch an extensive promotion campaign last Friday called "Back the Brooks," in which viewers are urged to attend the Dodgers home games during September and root them home to a pennant.

During the time the Dodgers are on the road, starting today (Monday) and extending through Sept. 6, both WOR-TV and WOR New York will carry frequent announcements on "Back the Brooks." All fans who make reservations for September will receive a ballot box indicating their choices for an All-Time All-Star Dodger team, which will be invited to play at Ebbets Field next season. A spokesman for the stations stressed that this marked the first time, to his knowledge, that a tv station is urging its viewers unqualifiedly to come out to the ball park without mentioning that the game may be seen on television.

KPTV (TV) POWER CONTEST

KPTV (TV) Portland, Ore., to publicize its forthcoming increase in power from 17.6 kw to 204 kw, is sponsoring contests for both the general audience and agency, sponsor and publicity personnel. "Hi Power," as the contest is called, asks the question, "When, to the nearest second, will KPTV officially increase its power to become Oregon's most powerful tv station?" For the public, prizes will be an all-expense paid trip to Palm Springs, Calif., for the winner, a tv set for second place and cash awards for the runners-up. In the division of the contest for industry personnel, $150 will be awarded to the person coming closest to the correct time. KPTV is promoting "Hi Power" through station breaks, newspaper ads containing clip-out entry blanks and by direct mail.

'NO ROOM FOR RUMORS . . .'

WBT-AM-FM Charlotte, N. C., is sending to advertisers and agencies a 14-page booklet titled "No room for rumors . . ." A radio promotion, the brochure lists several excuses people give for not advertising on radio such as "I can't afford to advertise . . . ", "Nobody listens to Radio anymore . . ." and "Radio can't sell my product." A parrot, who appears on every page, makes a gibing remark about each excuse and then gives the station's reasons why they aren't so.

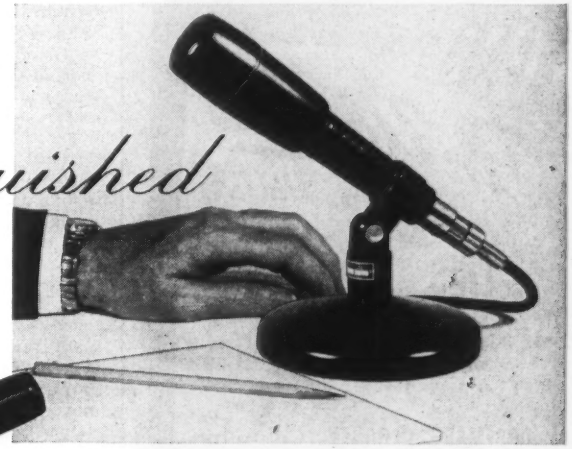
TEEN-AGE TEMPEST

FROLIC for teen-agers was recently staged by WFIL-TV Philadelphia, featuring Bob Horn, disc m.c. of *Bandstand* over that station. Congregated at Philadelphia's Woodside Park were 8,000 youngsters, including 33 busloads from outlying cities, the station reports. Entertainment for the day included the live remote telecast of *Bandstand*, appearances of nearly 30 recording artists, free amusement rides, a picnic supper, music and dancing.

BIG SALE

BELIEVING it has made one of the biggest sales in television, WTTG (TV) Washington

Distinguished



THE TURNER 50D-TV ARISTOCRAT

A new dynamic microphone—distinguished by its modern, inconspicuous appearance—distinguished by its oustanding reproduction of voice and music—distinguished by its realistic price, $125.00. Response range, 50 to 15,000 cps. Level, -56 db at high impedance. Complete with matching stand, built-in shockmount. Please mail this coupon for complete specifications and information.

TURNER

The TURNER Company

936 17th Street N. E.
Cedar Rapids, Iowa

Please send me specifications on the Turner 50D-TV.

Name_____

Station_____

Address_____

City_____ Zone_____ State_____

Cameras and Crews for Studio or Remote Use

Need extra equipment for local promotions, telethons, special event coverage? We have complete camera chains and trained crews ready to go anywhere and handle largest or smallest jobs. Reasonable daily rates—complete equipment furnished from lights to cameraman. Examples of jobs we have done furnished on request.

CLOSED CIRCUIT WORK

We have equipment to handle all types of closed circuit jobs, from in-store promotions to coast-to-coast hook-ups. Lots of experience and reams of good ideas. We'll pay commissions to your station for leads or handle it through you.

UNIVERSAL BROADCASTING SYSTEM, INC.

8000 Grand River, Detroit 4, Mich. — 2193 Commonwealth Ave., Boston 35, Mass.

BMI "Pin Up" Hit

THIS OLE HOUSE

RECORDED BY

ROSEMARY CLOONEY . Columbia

STUART HAMBLEN . . . . . Victor

HERB AND KAY . . . . . King

PUBLISHED BY

STUART HAMBLEN MUSIC CO.

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 36

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

reports that Serta Assoc. Inc., Chicago, manufacturer of mattresses, has purchased nine hours and 32 minutes of time a day—a minute spot before sign-off, a minute after sign-on and the nine and one-half hours elapsing in between, during which "calm, peaceful, uninterrupted sleep" will be sponsored. As a public service, the sponsor has promised no commercial announcements during the course of the time purchased, WTTG reports. It is expected that the program will enjoy an extremely high rating in view of its strategic time and popular appeal content.

ATOMIC SALESMANSHIP

"THE Saga of the Atomic Barrel," 18-page brochure publicizing WCCO Minneapolis-St. Paul's "Positive Plus Merchandising," is being distributed to advertisers and agencies by that station and CBS Radio Spot Sales. Positive Plus Merchandising is a cooperative point-of-sales plan between WCCO and 115 Super Valu Food Stores in the CBS Radio outlet's primary area, the booklet states. It is available to WCCO advertisers whose products are distributed through Super Valu Food stores. One item is selected to be promoted as the WCCO "Flash Feature" and the stores build prominent displays of that product. The item is also featured in Super Valu newspaper ads and backed up by a series of spot announcements.

It Pays To . . .

ADVERTISERS and agencies are receiving blotters with the following little story from KSUM Fairmont, Minn. It tells, in parable form, of the advertising ventures of a small businessman. Here is the KSUM story:

There was a man who lived by the side of the road. He sold hot dogs. He had bad eyesight, so he read no newspapers, watched no television. His hearing was good, so he listened to and advertised over the radio. He sold good hot dogs. He bought time on KSUM telling people about his hot dogs. People bought. He increased his hot dog and bun orders. He got a bigger stove. Business was so good that he called his son home from college to help him out. One day the son said: "Father, haven't you been reading what Senator 'Blowhard' says? He says we are in a recession." The father reasoned: "Well, my boy's been to college, he reads the papers, and he ought to know." So the father decided he couldn't afford to advertise, he cut down on his orders, and his sales dropped off very fast indeed. He said to his boy as the moving van hauled away his little stand, "You're right son. There just isn't any business at all. That Senator certainly was helpful."

KTFS Texarkana, Tex., is loaded with brass these days. C. C. Wright (l), account executive, has been elected commander of local Veterans of Foreign Wars Post 25-49. Les Eugene, station manager, is now commander of American Legion Post 25-58.

'DO-IT-YOURSELF' PROMOTION

COMBINED promotion by Maurie Webster, director of operations, Columbia Pacific Radio Network, Hollywood and host on KNX Hollywood *Do It Yourself* program, and *Time* magazine, which recently published a "do-it-yourself" issue, helped highlight the recent Los Angeles "Do-It-Yourself" campaign. Mr. Webster arranged displays on Los Angeles newsstands of 1500 poster-reprints of the *Time* cover with a yellow overprint plugging his program. In addition, Trace Toovey, *Time* circulation, Jack Blanck, *Do It Yourself* program staff, and Eddie Reese, *Time* staff writer and author of the article, were interviewed on the program by Mr. Webster.

KEYT (TV) HOMEMAKER SHOW

PROGRAM aimed at the afternoon homemaker audience in Coastal California is to be initiated late this month by KEYT (TV) Santa Barbara, Calif. Titled *Sunset Home*, the show will be conducted by Keith Hetherington, who will alternately air recipes, tips on household chores, do-it-yourself ideas and information for gardeners. The program will also feature contests.

KEX-AM-FM NEWS PROMOTION

SUMMARIZING its "First with ALL the News" promotion campaign, KEX-AM-FM Portland, Ore., is sending to advertisers and agencies a brochure publicizing the 24-hour news and special events coverage presented by that station. The folder carries pictures of the 10-man news staff together with descriptive information about each newscast and an outline of the stations' activities in other news fields such as farm, sports and women's news. An "audience reaction" map shows response to KEX newscasts during the last few months.

SOUTHWEST Gates • HOUSTON

2700 POLK AVENUE

TELEPHONE - - ATWOOD 8536

— FOR ALL BROADCAST EQUIPMENT NEEDS —

Station Authorizations, Applications
(As Compiled by B • T)

August 12 through August 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,573	533	105
CPs on air	19	26	†304
CPs not on air	121	12	169
Total on Air	2,592	559	409
Total authorized	2,713	571	578
Applications in hearing	120	3	186
New station requests	167	5	16
New station bids in hearing	64	0	174
Facilities change requests	128	17	31
Total applications pending	714	103	227
Licenses deleted in July	0	0	0
CPs deleted in July	1	0	1

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Aug. 18

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,599	2,577	142	170	4
Fm	562	537	38	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	254	309	563[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	268	117	385
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	923	337	715	526	1,242[2]
Educational	55		28	27	55[3]
Total	978	337	743	553	1,297[4]

[1] Nine-two CPs (16 vhf, 76 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 593 already granted.

ACTIONS OF FCC . . .

New Tv Stations . . .

ACTIONS BY FCC

Notre Dame, Ind.—Michiana Telecasting Corp. granted uhf ch. 46 (662-668 mc) [channel assigned to South Bend, Ind.]; ERP 164 kw visual, 82 kw aural; antenna height above average terrain 500 ft., above ground 479 ft. Estimated construction cost $400,000, first year operating cost $350,000, revenue $400,000. Post office address % Rev. Edmund P. Joyce, Michiana Telecasting Corp., Notre Dame, Ind. Studio location on Juniper Road, north of Edison Rd. Transmitter location on west side of Ironwood Road between Jackson and Kern Roads, at same site as WSBT-TV South Bend, Ind. Geographic coordinates 41° 37' 05.4" N. Lat., 86° 13' 09" W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Rev. Theodore M. Hesburgh** and Secretary-Treasurer **Rev. Edmund P. Joyce.** Sole owner of applicant is **U. of Notre Dame du Lac,** Notre Dame, Ind. Granted Aug. 13.

Scottsbluff, Neb.—Frontier Bcstg. Co. (KFBC-TV Cheyenne, Wyo.) granted vhf ch. 10 (192-198 mc); ERP 12.3 kw visual, 6.1 kw aural; antenna height above average terrain 620 ft., above ground 117.3 ft. Estimated construction cost $67,000, first year operating cost $48,000, revenue $48,000. Post office address 2923 East Lincolnway, Cheyenne. Studio and transmitter location, 10.25 miles south of Scottsbluff. Geographic coordinates 41° 42' 46" N. Lat., 103° 38' 52" W. Long. Transmitter and antenna RCA. Legal counsel Bernard Koteen, Washington. Principals include Cheyenne Newspapers Inc. (33%); President **Robert S. McCraken;** Vice President **W. A. Corson** (11.2%); Secretary **O. B. Koerfer** (3.1%); Treasurer **William C. Grove** (13.12%); **Tracy S. McCraken** (5.3%), and **Lillian D. McCraken** (5.3%). Cheyenne Newspapers publishes *Wyoming State Tribune* and *Eagle.* Granted Aug. 18.

Existing Tv Stations . . .

ACTIONS BY FCC

WDEL-TV Wilmington, Del.—WDEL Inc. granted. mod. of CP for ch. 12 to change studio location to Shipley Rd., near Wilmington. Granted Aug. 10; announced Aug. 17.

WAGA-TV Atlanta, Ga.—Storer Bcstg. Co. granted mod. of CP for ch. 5 to change transmitter location to Briarcliff Rd. near Emory Rd.; ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,070 ft. Granted Aug. 10; announced Aug. 17.

WTVD (TV) Durham, N. C.—Durham Bcstg. Enterprises Inc. granted STA to operate commercially on ch. 11 for the period ending Nov. 7. Granted Aug. 10; announced Aug. 17.

WARM-TV Scranton, Pa.—Union Bcstg. Co. granted mod. of CP for ch. 16 to change ERP to 191 kw visual, 102 kw aural; antenna height above average terrain 1,220 ft. Granted Aug. 11; announced Aug. 17.

WMBV-TV Marinette, Wis.—M & M Bcstg. Co. granted STA to operate commercially on ch. 11 for the period ending Jan. 18. Granted Aug. 12; announced Aug. 17.

APPLICATIONS

WALA-TV Mobile, Ala.—Pape Tv Co. seeks mod. of CP for ch. 10 to change transmitter location to 0.6 mile S of Hwy 31, near Spanish Fort, Ala., antenna height above average terrain 635 ft. Filed Aug. 12.

WNEM-TV Bay City, Mich.—North Eastern Mich. Corp. seeks mod. of CP for ch. 5 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 521 ft. Filed Aug. 12.

KLRJ-TV Henderson, Nev.—Southwestern Pub. Co. seeks mod. of CP for ch. 2 to change studio location to U. S. Hwy. 95, 8 miles N.W. of Henderson. Filed Aug. 17.

WCMB-TV Harrisburg, Pa.—Rossmovne Corp. seeks mod. of CP for ch. 27 to change ERP to 184 kw visual, 92 kw aural; antenna height above average terrain 927 ft. Filed Aug. 17.

WJAC-TV Johnstown, Pa.—WJAC Inc. seeks mod. of license to change studio location to top of Laural Hill, approximately 4.5 miles N.W. of Johnstown. Filed Aug. 17.

KBMT (TV) Beaumont, Tex. — Television Bcstrs. seeks mod. of CP for ch. 31 to change ERP to 205 kw visual, 120 kw aural. Filed Aug. 12.

STATION DELETED

WTAC-TV Flint, Mich. — Trendle-Campbell Bcstg. Corp. FCC deleted tv station on uhf ch. 16 at request of permittee. Deleted Aug. 10.

New Am Stations . . .

ACTIONS BY FCC

Grand Rapids, Mich.—Joseph C. Hooker & Charles A. Sprague d/b as WMAX Bcstg. Co. granted 1480 kc, 500 w daytime. Post office address 658 Lydia, N. E., Grand Rapids. Estimated construction cost $11,415, first year operating cost $52,000, revenue $60,000. Principals in equal part-

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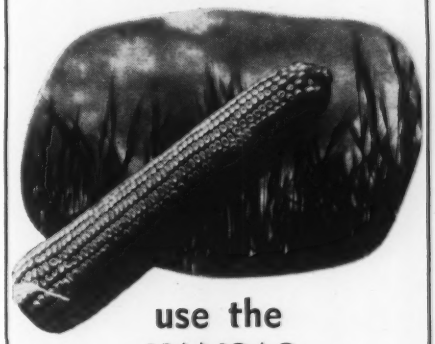

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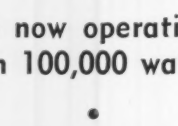

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WDIA—MEMPHIS, TENN.

REPRESENTED BY

JOHN E. PEARSON CO.,

DORA-CLAYTON AGENCY, SOUTHEAST

nership include **Joseph C. Hooker**, advertising salesman and newscaster WGRD Grand Rapids, and **Charles A. Sprague**, advertising salesman WGRD. Granted Aug. 18.

Potsdam, N. Y.—St. Lawrence Radio Inc. granted 1470 kc, 1 kw daytime. Post office address % David A. Kyle, 22 Cottage St., Monticello, N. Y. Estimated construction cost $21,500, first year operating cost $52,000, revenue $52,000. Principals include President **Dr. Donald A. Corgill** (33⅓%); Vice President **David A. Kyle** (33⅓%), stockholder WABY Albany, N. Y., and co-owner Gnome Press (N. Y.), publisher; Secretary-Treasurer **Harriet M. Kyle** (13⅓%), Thompson (N. Y.), welfare commissioner; **Edward L. Trudeay** (10%), general manager WABY, and **Toni Z. Brady** (10%), program director WABY. Principals have purchased WRNY-AM-FM Rochester, N. Y., subject to FCC approval. Granted Aug. 18.

Cleveland, Tenn.—J. A. Gallimore d/b as Radio Cleveland, granted 1370 kc, 1 kw daytime. Post office address % J. A. Gallimore, WSNW Seneca, S. C. Estimated construction cost $22,900, first year operating cost $40,000, revenue $50,000. Mr. Gallimore is owner of the *Seneca Journal* and *Tribune*, ½ owner WSSC Sumter, S. C.; ½ owner WBAW Barwell, S. C.; ½ owner WSNW-AM-FM Seneca, S. C. and ½ owner of WLFA La Fayette Ga. Granted Aug. 18

APPLICATIONS

Loveland, Colo.—Loveland Bcstrs. 1570 kc, 250 w daytime. Post office address % John W. Ecklin, South River Drive Rt. 3, Austin, Minn. Estimated construction cost $14,281, first year operating cost $23,000. revenue $30,000. Principals include President James Claude Grisham (50%), farming, and General Manager John Wellington Ecklin (50%), chief engineer KMMT (TV)-KAUS Austin, Minn. Filed Aug. 9.

Plant City, Fla.—R. E. Hughes, 1570 kc, 250 w daytime. Post office address: Box 445, Plant City. Estimated construction cost $11,949, first year operating cost $24,000, revenue $30,000. Principals include **R. E. Hughes** employee at Duplex Mill & Mfg. Co., and **Kenneth Neubrecht**, engineer at Gates Radio Co. Mr. Neubrecht will receive 10% interest for engineering services. Filed Aug. 9.

Dover, N. H.—Granite State Bcstg. Co., 1270 kc 1 kw daytime. Post office address, 155 Front St., Manchester. Estimated construction cost $24,000, first year operating cost $55,000, revenue $65,000. Granite State is licensee of WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, and WTSL Hanover, all in N. H. Principals include President **William J. Barkley** (35.3%), Vice President & Treasurer **William F. Rust Jr.** (49.9%), and **Ralph Gottlieb** (14.8%). Filed Aug. 3.

Pitman-Gloucester, N. J.—Mortimer Hendrickson, Vivian E. Hendrickson and John Thomas Jones Jr. d/b as The Delsea Bcstrs., 690 kc, 250 w daytime. Post office address Lakeland Rd., Blackwood, N. J. Estimated construction cost $17,673, first year operating cost $48,000, revenue $58,000. Principals include **Mortimer Hendrickson** (34%), **Vivian E. Hendrickson** (33%), and **John Thomas Jones Jr.** (33%). Mr. & Mrs. Hendrickson have sold WHAP Hopewell, Va., subject to FCC approval. Filed Aug. 12.

Reno, Nev.—Southwestern Pub. Co. (KLRJ-TV Henderson, Nev.), 540 kc, 5 kw daytime. Post office address 737 North Main St., Las Vegas. Estimated construction cost $34,000, first year operating cost $40,000, revenue $48,000. Principals include President **Donald W. Reynolds** (75%), ⅔ owner KFSA-TV Little Rock, Ark., and **A. E. Cahlan** (25%). Filed Aug. 6.

Richmond, Va.—Louis Adelman, 1320 kc, 1 kw daytime. Post office address 1393 Lincoln Place, Brooklyn, N. Y. Estimated construction cost $15,100, first year operating cost $40,000, revenue $50,000. Mr. Adelman is former chief of operations of the American Forces Network, Germany. Filed Aug. 12.

APPLICATIONS AMENDED

Boonville, N. Y.—Black River Radio Inc. amends bid for new am station on 1050 kc 1 kw daytime to specify 900 kc 500 w. Filed Aug. 11.

Titusville, Pa.—Crawford County Bcstg. Co. amends bid for new am station on 1460 kc 500 w daytime to specify 1290 kc. Filed Aug. 11.

Existing Am Stations . . .

ACTIONS BY FCC

KPMO Pomona, Calif.—Valley Bcstg. Co. granted CP to increase day power from 500 w to 1 kw, operating with its present night power of 500 w on 1600 kc. Granted Aug. 12.

KMYR Denver, Colo.—KMYR Bcstg. Co. granted CP to change from 1340 kc 250 w unlimited to 710 kc 5 kw unlimited, directional. Granted Aug. 12.

WTIX New Orleans, La.—Mid-Continent Bcstg. Co. granted CP to change transmitter location to S. Genois & Thalia Sts., New Orleans. Granted Aug. 11; announced Aug. 17.

WMC Memphis, Tenn.—Memphis Pub. Co. granted mod. of CP to change directional antenna system on 790 kc. Granted Aug. 10; announced Aug. 17.

KERV Kerrville, Tex.—Kerrville Bcstg. Co. granted request for cancellation of CP to change to 970 kc 1 kw daytime from 1230 kc 250 w unlimited. Granted Aug. 12; announced Aug. 17.

WFHG Bristol, Va.—Bristol Bcstg. Co. granted CP to change from 1 kw unlimited to 1 kw night, directional, 5 kw day unlimited on 980 kc. Granted Aug. 18.

KREW Sunnyside, Wash.—Cole E. Wylie granted CP to change studio location to 638 Decatur Ave., and transmitter location to Outlook Rd., 0.7 mile W of city limits. Granted Aug. 9; announced Aug. 17.

APPLICATIONS

KHUM Eureka, Calif.—Carroll R. Hauser seeks CP to change from 1240 kc 250 w to 980 kc 5 kw. Filed Aug. 11.

WCNU Crestview, Fla.—Gulf Shores Bcstg. Co. seeks CP to change from 1 kw to 5 kw on 1010 kc. Filed Aug. 6.

WFLW Hodgenville, Ky.—V. R. Anderson seeks mod. of CP to change studio and transmitter location from Hodgenville to Bardstown, Ky. Filed Aug. 17.

WHIL Medford, Mass.—Conant Bcstg. Co. seeks CP to change from 500 w to 1 kw on 1430 kc. Filed Aug. 11.

WRUM Rumford, Me.—Rumford Bcstg. Co. seeks CP to change from 1450 kc 250 w unlimited to specify 790 kc 1 kw daytime. Filed Aug. 11.

WADP Kane, Pa.—Northern Allegheny Bcstg. Co. seeks CP to change from 1590 kc to 960 kc. Filed Aug. 10.

KLGN Logan, Utah—Atlas Engineering Co. seeks mod. of CP to change from 500 w to 1 kw. Filed Aug. 17.

Existing Fm Stations . . .

ACTIONS BY FCC

WTSP-FM St. Petersburg, Fla.—Pinellas Bcstg. Co. granted STA to operate at reduced power for a period of 6 months from Aug. 5. Granted Aug. 10; announced Aug. 17.

WORG-FM Orangeburg, S. C.—WTND Inc. granted mod. of CP to change ERP from 15.5 kw to 4.6 kw; antenna height above average terrain to 110 ft. Granted Aug. 12.

WOAY-FM Oak Hill, W. Va.—Robert R. Thomas Jr. granted mod. of CP to change ERP from 19 kw to 14.5 kw; antenna height above average terrain to 660 ft. Granted Aug. 12.

Ownership Changes . . .

ACTIONS BY FCC

KOCS, KEDO-FM Ontario, Calif.—The Daily Report Co. granted voluntary assignment of license to identical stockholders and James Quay House who purchases 2% interest from Mrs. Jerene Appleby Harnish for $9,854. Mr. House is managing editor of *The Daily Report*. Granted Aug. 11; announced Aug. 17.

KCOK-KVVG (TV) Tulare, Calif.—Sheldon Anderson granted voluntary assignment of license to Sierra Bcstg. System for $175,000 and assumption of liabilities not to exceed $478,000. Principals include **Byron J. Walters** (45%), Los Angeles Municipal Court Judge; **Cordell W. Fray** (45%), tv and motion picture producer, and **Milton M. Stewart** (0.7%), building industry. Granted Aug. 12.

WINZ Miami-Hollywood, Fla.—Hollywood Bcstg. Co. granted transfer of control to Rex Band through sale of approximately 64% interest for $35,000. Mr. Band is president of WINZ and president-stockholder ch. 33 WMFL (TV) Miami. Granted Aug. 18.

WJBF Augusta, Ga.—Georgia-Carolina Bcstg. Co. granted voluntary assignment of license to Media Inc. for $125,000. Principals include President **V. E. Fountain Sr.** (30%), president-36% stockholder WCPS-AM-FM Tarboro, N. C., and 16% stockholder WOXF Oxford, N. C.; Vice President-Treasurer **J. T. Snowden Jr.** (15%), manager WCPS, and Secretary **H. Vinxon Bridgers** (15%), attorney. Granted Aug. 18.

KFWR Grangeville, Idaho—Far West Radio Inc. granted voluntary transfer of control of permittee to Hub and Helen H. Warner through purchase of ⅔ interest from Eugene Pournell and James S. Cooper for $803. Hub Warner is radio announcer KSPO Spokane, Wash., and Helen Warner is radio communications specialist for CAA. Granted Aug. 18.

WNMP Evanston, Ill.—Evanston Bcstg. Co. granted voluntary transfer of control from James M. Mactaggart and Fred S. Newton to Angus D. Pfaff through sale of ⅔ interest for $50,000. Mr. Pfaff, president-treasurer-½ owner WTLE (TV) Evanston, will now be sole owner. Granted Aug. 18.

KCRI-AM-TV Cedar Rapids, Iowa—Cedar Rapids Tv Co. granted voluntary transfer of control to *Cedar Rapids Gazette* through sale of 70% interest for $101,500. Principals include President **James N. Fawlkes** (16⅔%); **Robert Colder Davis** (12½%); **Mary Anne Holt Rutherford** (12½%), and **Verne Marshall** (8⅓%). Granted Aug. 12.

KMDO Ft. Scott, Kan.—Lloyd C. McKenney and John Joseph Daly d/b as Carthage Bcstg. Co. granted voluntary assignment of CP to Lloyd C. McKenney tr/as Ft. Scott Bcstg. Co. Upon dissolution of partnership Mr. Daly receives KDMO Carthage, Mo., and Mr. McKenney also receives KRMO Monett, Mo. Granted Aug. 18.

WTCW Whitesburg, Ky.—KY-VA Bcstg. Corp. granted voluntary transfer of control to Kenneth J. Crosthwait through sale of 48.78% interest for $17,000. Mr. and Mrs. Crosthwait will now be sole owners. Granted Aug. 13.

WPTX Lexington Park, Md.—Patuxent Radio Inc. granted voluntary transfer of control to W. K. Ulerich and 5 others through sale of approximately 65% interest for $8,479. Principals include President **William K. Ulerich** (11.9%), president WCPA Clearfield, Pa., WAKU Latrobe, Pa., and WJCM Seabring, Fla., president-stockholder WMAJ State College, Pa., and 52% stockholder WDAD Indiana, Pa.; **Lewis F. Beard** (11.9%), auto dealer; **Joseph Milsop** (11.9%), manager WCPA; **Joseph Connolly** (11.9%), vice president WCAU Philadelphia; **Mrs. J. D. Joplin** (11.9%), 16% stockholder WDAD, and **Charles Rutledge** (6%), commercial manager WPTX. Granted Aug. 18.

WGUY-AM-FM Bangor, Me.—Murray Carpenter granted assignment of license to Sherwood Tarlow for $17,000 plus 4-year lease at $375 per month. Mr. Tarlow is owner-general manager WHIL Medford, Mass., and applicant for new am stations at Beverly, Plymouth and Newburyport, Mass. Granted Aug. 12.

KDMO Carthage, Mo.—Lloyd Clinton McKenney and John Joseph Daly d/b as Carthage Bcstg. Co. granted voluntary assignment of license to John Joseph Daly tr/as Carthage Bcstg. Co. This is dissolution of partnership with Mr. McKenney receiving KRMO Monett, Mo., and KMDO Ft. Scott, Kan. Granted Aug. 18.

KRMO Monett, Mo.—Lloyd C. McKenney and John Joseph Daly d/b as Carthage Bcstg. Co. granted assignment of license to Lloyd C. McKenney tr/as Monett Bcstg. Co. This is part consideration of the dissolution of the partnership with Mr. Daly receiving KDMO Carthage. Mr. McKenney also receives KMDO Ft. Scott, Kan. Granted Aug. 18.

WFPG-AM-TV Atlantic City, N. J.—Neptune Bcstg. Corp. granted voluntary transfer of control to Jack N. Berman and Louis Berman through purchase of 20% interest from Helen Teitlebaum, Robert Teitlebaum and Jack Teitlebaum for $5,000. Messrs. Jack N. and Louis Berman each will now own 20% interest. Granted Aug. 13.

WELS Kinston, N. C.—Farmers Bcstg. Service granted transfer of control from E. L. Scott to William S. Page for $22,912. Granted Aug. 18.

KIHN Hugo, Okla.—Little Dixie Bcstg. Co. granted voluntary transfer of control to A. O. Brewer and W. E. Schooler through purchase of 384 shares of stock for $38,400. Messrs. Brewer and Schooler will now be sole owners. Granted Aug. 12.

WORK York, Pa.—York Bcstg. Co. granted voluntary assignment of license to Associated Bcstrs. Inc., licensee of WEST-AM-FM Easton, Pa. This is a merger with each shareholder of York Bcstg. receiving in exchange for each share surrendered 2 shares of Associated Bcstrs. Granted Aug. 13.

WPGH Pittsburgh, Pa.—Pittsburgh Bcstg. Co. granted voluntary transfer of control to John W. Kluge and Marcus J. Austad through sale of all stock for $37,000 and assumption of notes for $10,933. Principals include **John W. Kluge** (88%), president-majority stockholder WGAY Silver Spring, Md., KXLW Clayton, Mo., WKDA Nashville, Tenn., secretary-treasurer WLOF Orlando, Fla., and treasurer-stockholder Mid Fla. Tv Corp., applicant for ch. 9 at Orlando; **Marcus J. Austad** (12%), CBS radio announcer using professional name of Mark Evans. Granted Aug. 12.

WPME Punxsutawney, Pa. — Sheridan W. Pruett, Andrew G. MacCombee and Charles M. Erhard Jr. d/b as Punxsutawney Bcstg. Co. granted voluntary assignment of license to Punxsutawney Bcstg. Co. No consideration involved as principals remain the same. Joseph A. Pelletier obtains 3% interest in payment of consulting engineering services. Granted Aug. 12.

WJJM Lewisburg, Tenn. — Ida Murray and Martha Murray, executrixes of the estate of James J. Murray, deceased, granted voluntary assignment of license to Louis D. Lingner for $15,000. Mr. Lingner is manager of WJJM. Granted Aug. 12.

KZIP Amarillo, Tex.—Panhandle Bcstg. Co. granted assignment of CP from David P. Pinkston, David R. Worley, Leroy Elmore and W. J. Duncan to Messrs. Pinkston and Duncan for $240. Granted Aug. 18.

KFYO-TV Lubbock, KGNC-TV Amarillo, Tex.—Globe News Pub. Co. granted voluntary transfer of control to Robert P. Snowden, Parker F. Prouty, Jeanne Kritzer, John L. McCarty and Grady Camp, voting trustees. Granted Aug. 12.

KGNC Amarillo, KFYO Lubbock, Tex.—Plains Radio Bcstg. Co. granted voluntary transfer of control of Globe-News Pub. Co., majority stockholder of licensee to Robert P. Snowden, Parker F. Prouty, Jeanne Kritzer, John L. McCarty and Grady Camp, voting trustees. Granted Aug. 12.

KVSP Lubbock, Tex.—R. Briggs Irvin, Rolan C. Simpson, James G. Jarrett and Wayne W. Tibbs Jr. d/b as Hub Bcstg. Co. granted voluntary assignment of license to Grady Franklin Maples and R. B. McAllister d/b as McMa Agency for $80,000. Messrs. Maples and McAlister are co-owners of KGMC Englewood, Colo. Granted Aug. 12.

KVKM Monahans, Tex.—Monahans Bcstrs. Inc. granted voluntary transfer of control to J. Ross Rucker, Joe Vandiver and G. C. Greenlee through sale of stock for $9,950. Principals include **J. Ross Rucker** (36%), KVKM manager; **Joe Vandiver** (32%), and **G. C. Greenlee** (30%), local food store manager. Granted Aug. 12.

WTTN Watertown, Wis.—Watertown Radio Inc. granted transfer of control to Carl V. and Marcella E. Kolata through sale of 40 shares of stock for $10,250. Mr. and Mrs. Kolata will now be sole owners. Granted Aug. 12.

APPLICATIONS

KENI Anchorage, KFAR Fairbanks, KJNO Juneau, KABI Ketchikan, Alaska—Midnight Sun Bcstg. Co. seeks voluntary transfer of control to The Lathrop Co. thru sale of 95.6% interest for $219,300. Sale is to pay-off in part debt to Lathrop Co. of $220,000. Filed Aug. 5.

WCNX Middletown, Conn.—Middlesex Bcstg. Co. seek transfer of control to Richard H. O'Brien and William J. O'Brien Jr. thru purchase of remaining 50% interest from Middletown Press Pub. Co. for $26,500. Messrs. Richard and William O'Brien will now be sole owners. Filed Aug. 10.

WFTL Ft. Lauderdale, Fla.—Tri-County Bcstg. Co. seek assignment of license to Gore Pub. Co. Consideration is cancellation of notes valued at approximately $150,000. Filed Aug. 9.

WTIM Taylerville, Ill.—Russell Armentrout & Roger L. Moyer d/b as Moyer Bcstg. Co. seek voluntary transfer to Roger L. Moyer and Keith Moyer d/b as Moyer Bcstg. Co. thru sale of ½ interest for $25,000. Principals include **Roger L. Moyer** (75%), and his brother **Keith Moyer** (25%), manager of WTIM. Filed Aug. 11.

WHOT South Bend, Ind.—South Bend Bcstg. Corp. seeks voluntary assignment transfer of control to Michiana Telecasting Corp. for $140,000. Michiana is premittee of new tv station on uhf ch. 46 at Notre Dame. Michiana is owned by U. of Notre Dame du Lac. Filed Aug. 9.

WSSO Starkville, Miss.—Grady Imes, Ruth Hartness, executrix of the estate of James P. Hartness, deceased, C. G. Hollinshead & Joe Phillips d/b as The Starkville Bcstg. Co. seek assignment of license to Joe Phillips, Grady Imes, C. G. Hollinshead & Harriet K. Hartness d/b as The Starkville Bcstg. Mrs. H. K. Hartness is beneficiary of 25% interest of the late James P. Hartness. Resubmitted Aug. 9.

WOND Pleasantville, N. J.—Pioneer Bcstrs. Inc. seek voluntary transfer of control to Harlan G. Murrelle & Assoc. through sale of all stock for $30,000. Principals include **President Harlan G. Murrelle** (⅛), printing and publishing; **Donald Simmons** (⅛), garment manufacturer; **Albert E. Theetge** (⅛), auto dealer; Secretary-Treasurer **Myron W. LaBarr** (⅛), accounting; **John T. Stethers** (⅛), and **Thompson K. Cassel** (⅛), owner WATS Sayre, Pa., partner WTVE (TV) Elmira, N. Y., applicant for new am station at Elmira and vice president-25.8% stockholder WCHA-AM-FM-TV Chambersburg, Pa. With the exception of Mr. Cassel, the other principals are associated in the ownership of Ocean City (N. J.) Sentinel-Ledger and Renova (Pa.) Daily Record. Resubmitted Aug. 6.

WRNY-AM-FM Rochester, N. Y.—Rochester Bcstg. Co. seeks transfer of control to David A. Kyle and 6 others through sale of all stock for $10,000 and assuption of mortgage for $80,000. Principals include President **David A. Kyle** (15%); Vice President **Harriet M. Kyle** (18%); Treasurer **Dr. Donald A. Corgill** (25.5%), and **Esther Kaufman** (12.5%). Principals are associated in ownership of WABY Albany, N. Y. Filed Aug. 6.

WLAC-TV Old Hickory, Tenn.—WLAC-TV Inc. seeks transfer of control from Life & Casualty Insurance Co. of Tenn. to T. B. Baker Jr. and A. G. Beaman through sale of 50% interest. Purpose of the sale is to effectuate merger agreement for the ch. 5 facility. Filed Aug. 6.

WPLH Huntington, W. Va.—Huntington Bcstg. Corp. seeks voluntary transfer of control to Cy Bahakel for $50,000. Mr. Bahakel is owner of WABG Greenwood, Miss., WKIN Kingsport, Tenn., WRIS Roanoke, Va. and WKOZ Kosciusko, Miss. Filed Aug. 5.

KOWB Larmie, Wyo.—Snowy Range Bcstg. Co. seeks voluntary transfer of control to John Alexander & George B. Dent Jr. through sale of all stock for $60,00. Principals include **John Alexander** (50%), ½ owner KODY North Platte, Neb. and **George B. Dent Jr.** (50%), ½ owner KODY. Filed Aug. 9.

Hearing Cases . . .

INITIAL DECISIONS

Wichita, Kan.—New tv Ch. 3. FCC Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of the application of Wichita Television Corp. for construction permit for a new tv station on Ch. 3 in Wichita, Kan., and denial of competing applications of The Radio Station KFH Co. and Taylor Radio & Television Corp. In view of the fact that the pleadings concerning the alleged violations by which Wichita Television Corp., of Federal and State securities laws, were terminated on April 9, 1954, the examiner further ordered that the petition filed by that applicant requesting issuance of a declaratory ruling announcing that no further pleadings would be entertained, the motion filed by The Radio Station KFH Co. to strike the said petition for declaratory ruling, and the answer filed by Wichita Television Corp. be dismissed as moot. Action Aug. 17.

WCBI Columbus, Miss.—FCC Hearing Examiner Claire W. Hardy issued initial decision looking toward grant of the application of Columbus Broadcasting Co., to change facilities of am station WCBI Coulmbus, Miss., from 1340 kc 250 w, unlimited time, to 550 kc, 1 kw-LS, 500 w-N, DA, unlimited. Action Aug. 12.

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OTHER ACTIONS

WVOK Birmingham, Ala.—By Order the Commission granted a petition filed April 8 by the Chief Broadcast Bureau to enlarge issues and add WMPS Inc. (WMPS), Memphis Tenn., and Appalachian Broadcasting Corp. (WCYB), Bristol, Va., as parties to proceeding involving application of Voice of Dixie Inc. (WVOK), Birmingham, Ala., for construction permit to increase antenna heights of its present two-tower DA array. Action Aug. 12.

Little Rock, Ark.—Ch. 11 proceeding. By memorandum opinion and order the Commission denied May 17 request by Arkansas Television Co. for reconsideration of Commission Order of May 5 denying its petition for enlargement of issues in the Little Rock-North Little Rock, Ark., proceeding involving competition with Arkansas Telecasters Inc., for new tv station on ch. 11. Action Aug. 12.

Cease and Desist Orders—FCC issued orders directing Kenneth E. Rennekamp, permittee (WEMR) Emporium, Pa., (WMAJ) State College, Pa., (WAKU) Latrobe, Pa., (WKBI) St. Marys, Pa., and WKRZ Oil City, Pa., to show cause why Cease and Desist Orders should not be issued against said stations for violations of the Communications Act and Commission rules in technical matters; ordered hearing to determine whether said cease and desist orders should be issued and called upon permittee and licensees to appear and proffer evidence. Failure to respond or failure to appear at the hearing will be deemed a waiver of a right to a hearing. Action Aug. 12.

Miami, Fla.—Ch. 10 proceeding. By order the Commission denied an appeal by Public Service Television Inc., from an examiner's ruling denying enlargement of issues to permit inquiry of the sufficiency of funds available to WKAT Inc., in proceeding involving competing applications of Public Service WKAT Inc., L. B. Wilson Inc., and North Dade Video Inc., for a new tv station on ch. 10 in Miami, Fla., area. Action Aug. 18.

Tampa-St. Petersburg, Fla.—Ch. 8 contest. By Order the Commission dismissed as moot petition filed Aug. 3, by Pinellas Broadcasting Co. to reopen the record in the proceeding involving competing tv applications for ch. 8 in Tampa-St. Petersburg, Fla. Action Aug. 12.

WONN Lakeland, Fla.—Coastal Bcstg. Co. FCC designated for hearing application to change facilities from 1230 kc, 250 w, U, to 910 kc, 1 kw-5kw-LS, U, DA-N. Action Aug. 18.

Muscogee Bcstg. Co., Columbus; J. C. Henderson, Talbotton; Georgia Ra-Tel Inc., Manchester, Ga.—FCC Comr. E. M. Webster granted petition of Henderson for dismissal without prejudice of his bid for new am station and removed from hearing applications of Muscogee and Georgia Ra-Tel. Action Aug. 10; announced Aug. 12.

WDSR Sterling, Ill.—Blackhawk Bcstg. Co.—FCC designated for hearing application to increase power from 100 w to 250 w, on 1240 kc, U; made WSBC Chicago, WTAX Springfield, Ill., WIBU Poynette, Wis., WEDC Chicago, and WCRW Chicago, parties to the proceeding. Action Aug. 18.

WCEM Cambridge, Md—The Shore Bcstg. Co.—FCC designated for hearing application to increase power from 100 w to 250 w, U, on 1240 kc; made WSNJ Bridgeton, N. J., a party to the proceeding. Action Aug. 18.

Newburyport, Mass.—Theodore Feinstein; Sherman J. Tarlow—FCC designated for consolidated hearing applications for new am stations, both seeking 1470 kc, 500 w, D; made WHAV Haverhill, Mass., and WLAM Lewiston, Maine, parties to the proceeding. Action Aug. 18.

WEBC Duluth, Minn.—By memorandum opinion and order the Commission granted a petition filed Aug. 10, by Head of the Lakes Broadcasting Co. for reconsideration and grant without hearing of its application for a construction permit to change the facilities of station WEBC Duluth, Minn., from 1320 kc, 5 kw, unlimited time, DA-N, to 560 kc, 5 kw, unlimited time, DA-2; engineering conditions. Action Aug. 12.

WELO Tupelo, Miss.—By order in the proceeding involving application of Tupelo Bcstg. Co. to change facilities of WELO Tupelo, Miss., from 1490 kc, 250 w, U, to 580 kc, 1 kw-D, 500 w-night, DA-U (Docket 11002; BP-8939), the Commission denied petition of WREC Memphis, Tenn., insofar as it requested enlargement of issues to determine whether Tupelo area would be deprived of CBS network programs, but granted that portion of petition requesting addition of an issue on program comparisons between WREC and WELO. Action Aug. 12.

St. Joseph, Mo.—Broadcast Group Inc.—FCC designated for hearing application for new am station on 1270 kc, 1 kw, D; made KFKU Lawrence, Kan., and WREN Topeka, Kan., parties to the proceeding. Action Aug. 18.

WMID Atlantic City, N. J.— By order the Commission granted a petition filed March 30 by Mid-Atlantic Bcstg. Co. (WMID), Atlantic City, N. J., requesting the Commission to vacate its action looking toward the issuance of a cease and desist order to WMID for violating Sec. 3.46(c) of Commission rules, and rescinded the show cause order of Oct. 28, 1953. Action Aug. 12.

Elizabethtown, N. C.—Cape Fear Bcstg. Co.—FCC designated for hearing application for new am station on 1450 kc, 250 w, U.; made WMRA Myrtle Beach, S. C., a party to the proceeding. Action Aug. 18.

KSPI Stillwater, Okla.—Stillwater Pub. Co. FCC Comr. E. M. Webster granted petition to dismiss without prejudice bid to change from 780 kw daytime to 1490 kc unlimited. Action Aug. 17.

WEMR Emporium, Pa.—Curt Doelicke. FCC ordered Doelicke to show cause why he should not be ordered to cease and desist from operating radio station WEMR, or any other radio station without an operator's permit, and ordered hearing. Failure to respond or failure to appear at the hearing will be deemed to be a waiver of the right to a hearing. Action Aug. 12.

Irwin-Pittsburg, Pa.—Ch. 4 proceeding. By memorandum opinion and order, the Commission denied petition filed May 13 by WCAE Inc., Wilkinsburg, Pa., to enlarge issues to include the engineering proposals of certain applicants in proceeding involving competing applications for ch. 4 in Irwin, Pa. area. Action Aug. 12.

Morrisville, Pa.—Delaware Valley Bcstg. Corp. FCC Comr. E. M. Webster granted petition to dismiss without prejudice its bid for new am station on 1490 kc 250 w unlimited. Action Aug. 17.

WJZM Clarksville, Tenn.—FCC by memorandum Opinion and Order, dismissed petition by Campbell and Sheftall, licensees of am station WJZM Clarksville, Tenn., directed against Commission action of June 29, granting application of WDXN Clarksville, Tenn., for modification of CP to specify a particular transmitter site for its am station (540 kc, 250 w, D). Comr. Hennock not participating. Action Aug. 18.

Memphis, Tenn.—Ch. 3 proceeding. By separate Orders the Commission denied appeals by Hoyt B. Wooten, d/b as WREC Broadcasting Service and WMPS Inc., both seeking reversal of an examiner's ruling excluding certain depositions and exhibits relating to petitionsers' past public service record, in proceeding involving competing tv applications for ch. 3 in Memphis, Tenn. Action Aug. 12.

Arlington, Va.-Washington, D. C.—Ch. 20 proceeding. FCC Comr. E. M. Webster granted petition of WEAM Arlington to dismiss without prejudice its bid for new tv station on ch. 20 and retained in hearing competitive bid of WGMS Washington. Action Aug. 17.

Seattle, Wash.—Ch. 7 proceeding. By memorandum opinion and order the Commission denied petition filed April 27 by Queen City Broadcasting Co. to enlarge issues so as "to determine whether the station proposed by Puget Sound Broadcasting Co. would provide the minimum field strength required by Section 3.685 of the Commission's Rules to the entire principal community to be served" in proceeding involving competitive tv applications for ch. 7 in Seattle, Wash. Comr. Hennock voted for grant. Action Aug. 12.

Bluefield, W. Va.—Ch. 6 proceeding. By Order of the Commission granted petition by its Chief Broadcast Bureau, and amended hearing issues in proceeding involving applications of Southern W. Va. Television Inc., and Daily Telegraph Printing Co. for new tv station on ch. 6 in Bluefield, W. Va., to include an issue to determine whether the installation and operation of the stations proposed would constitute a hazard to air navigation. Action Aug. 18.

WMBV-TV Marinette, Wis.—M & M Bcstg. Co. FCC by order, granted application for extension of completion date of new tv station (ch. 11) to Jan. 18, and denied petition of Valley Telecasting Co., Green Bay, Wis., in opposition to extension. Action Aug. 12.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Mexico

Change List No. 169, June 15, 1954

570 kc

Oaxaca, Oaxaca—5 kw day, 250 w night, unlimited. Class IV. 11-15-54.

620 kc

XENK Mexico, D. F.—10 kw day, 5 kw night unlimited. Class II-A. 11-15-54.

650 kc

Oaxaca, Oaxaca—1 kw day. Class II. 11-15-54.

760 kc

XEHJ Zapotlaneio, Jalisco—1 kw, day. Class II
XEHJ Tonala, Jalisco—1 kw day. Class III deleted. 11-15-54.

950 kc

XEGM Tihuanan, Baja Calif.—3.5 kw day, 2.5 kw night, unlimited. Class III-A. 11-15-54.

1080 kc

XETA Zitacuaro, Michoacan—500 w day, 150 w night, unlimited. Class II-D. 11-15-54.

1150 kc

XECS Manzanillo, Colima—250 w unlimited. Class IV. 11-15-54.
XEXZ Zacatecas, Zacarecas—200 w night, 1 kw day, unlimited. Class IV. 7-15-54.

1320 kc

Montemorelos, Nuevo Leon—250 w day 100w night, unlimited. Class IV. 11-15-54.

1350 kc

Oaxaca, Oaxaca—1 kw day. Class III. 11-15-54.

1400 kc

XECS Manzanillo, Colima—250 w unlimited. Class IV. 11-15-54.

1490 kc

XEGS Guasave, Sinaloa—250 w unlimited. Class IV deleted. 2-11-54.

1580 kc

Tulancingo, Hidalgo—5 kw day, 500 w night, unlimited. Class II. 6-15-54.

Routine Roundup . . .

August 12 Decisions

TV AND AM BROADCAST ACTIONS

The Commission en banc, by Commissioners Webster (Acting Chairman), Hennock, Doerfer and Lee.

McFarland Letter

Washington, N. C., North Carolina Tv Inc.—Is being advised that application (BPCT-1856) for new tv station on ch. 7 indicates necessity of a hearing.

Renewal of License

Granted renewal of licenses of following stations on a regular basis:
WLOA Braddock, Pa.; WPTR Albany, N. Y.; WBUX Doylestown, Pa.; WPWA Chester, Pa.
KORC Mineral Wells, Tex., J. Elroy McCaw—Granted renewal of license, without prejudice to any further action that may be taken in proceedings in Docket 10787. Comr. Lee not participating.

ACTIONS ON MOTIONS
By Comr. E. M. Webster

The following actions on motions were taken as indicated:
Chief Broadcast Bureau—Granted petition for extension of time to and including Aug. 17 within which to file answer to a petition of O'Keefe, et al., for enlargement of issues in proceeding re Trenton Levittown-Fairless Hills am applications (Dockets 10931 et al.).

THE LATEST WCKY STORY

". . . Radio is, and will remain the basic communication medium of the United States."
Actg. FCC Chmn. Rosel H. Hyde

—and in Cincinnati and the South Radio is
WCKY

WCKY

Boston, Mass., Massachusetts Bay Telecasters Inc.—Granted petition for withdrawal of its motion for additional time within which to petition to expand the issues in proceeding re ch. 5 in Boston, and dismissed said petition (Dockets 8739 et al.). (Action taken 8/3.)

By Hearing Examiner Isadore A. Honig

Omaha, Neb., KFAB Bcstg. Co.; Herald Corp—On petition of KFAB continued the commencement of the taking of testimony from Aug. 23 to Sept. 8, in proceeding re ch. 7 (Dockets 9009, 10909).

By Hearing Examiner William G. Butts

WLEW Bad Axe, Mich., Port Huron Bcstg. Co.—Ordered that a conference will be held Aug. 18 in re am proceeding in (Docket 10944), and counsel and parties are directed to appear.

Bay Shore, N. Y., Key Bcstg. System Inc.; WAVZ New Haven, Conn., The WAVZ Bcstg. Corp.; Riverhead, N. Y., Edward J. Fitzgerald—Ordered that a conference will be held on Aug. 20 in re am proceeding in (Dockets 10379, et al.), and counsel and parties are directed to appear.

By Hearing Examiner J. D. Bond

Granted motion by Midwest Bcstg. Co. (WCAN-TV), Milwaukee, Wis., to continue further hearing in proceeding re ch. 6 at Whitefish Bay, Wis., from Aug. 10 to Aug. 12 (Dockets 11009 et al.).

By Hearing Examiner Charles J. Frederick

KTOE Mankato, Minn., Minnesota Valley Bcstg. Co.—Issued an order to control course of hearing in proceeding re (Docket 10592); dispensed with hearing conference and hearing heretofore scheduled for Sept. 2 and rescheduled it to commence on Sept. 9; exhibits constituting the affirmative case of applicant to be supplied Commission's Broadcast Bureau on or before Sept. 7.

By Hearing Examiner Herbert Sharfman

Newburg, Ind., Southern Indiana Bcstrs. Inc.; Mt. Vernon, Ind., Mt. Vernon Bcstg. Co.—Scheduled a prehearing conference for Sept. 20 in re proceeding in (Dockets 11076-77), re am applications.

Granted motions of Scripps-Howard Radio Inc. and Radio Station WBIR Inc. to correct the transcript in proceeding re applications for ch. 10 in Knoxville (Dockets 10512 et al.).

By Hearing Examiner Annie Neal Huntting

On petition of Aircall Inc., Detroit, Mich., continued without date, pending further order, the hearing scheduled for Aug. 16 in re its application and that of Abraham Klein, et al., for one-way signalling station (Dockets 11054-56). (Action taken Aug. 10.)

Granted motion of Texas State Network Inc., Fort Worth, Tex., requesting extension of time from Aug. 9 to Aug. 19, for filing certain information in re its application for ch. 11 (Dockets 10872-74). (Action taken 8/9.)

By Hearing Examiner Harold L. Schilz

KSPI Stillwater, Okla., Stillwater Pub. Co.—Rescinded the order scheduling prehearing conference for Aug. 18 in re am application (Docket 10910), because applicant has requested dismissal of its application.

By Hearing Examiner Claire W. Hardy

Memphis, Tenn., WREC Bcstg. Service WMPS, Inc.—Ordered correction in the transcript of testimony in re proceeding for ch. 3 (Dockets 10761-62).

By Hearing Examiner James D Cunningham

Gave notice of hearing conferences as follows:
In re application of KNGS Hanford, Calif. (Docket 10934), for Aug. 13.
In re application of WWBZ Vineland, N. J. (Docket 10133), for Aug. 17.
In re application of WMID Atlantic City, N. J. (Dockets 11045-46), for Aug. 12.

August 12 Applications

ACCEPTED FOR FILING

Renewal of License

WSSV Petersburg, Va., Southside Virginia Bcstg. Corp.—(BR-1216).

License for CP

KGO-FM San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—License to cover CP (BPH-1921) to make changes in licensed station (BLH-988).

WMAQ-FM Chicago, Ill., National Bcstg. Co.—License to cover CP (BPH-1811) as mod. to make changes in licensed station (BLH-987).

WOC-FM Davenport, Iowa, Tri-City Bcstg. Co.—License to cover CP (BPH-1826) as mod. to make changes in licensed station (BLH-986).

WHO-FM Des Moines, Iowa, Central Bcstg. Co.—License to cover CP permit (BPH-1910) as mod. to make changes in licensed station (BLH-989).

KCRW (FM) Santa Monica, Calif., Santa Monica School Board—License to cover CP (BPED-244) as mod. to make changes in licensed station (BLED-154).

Renewal of License

WEWS (TV) Cleveland, Ohio, Scripps-Howard Radio Inc.—(BRCT-9).

Modification of CP

WJBK-TV Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BPCT-662) as mod. which authorized changes in facilities of existing tv station for extension of completion date to 3-2-55 (BMPCT-2378).

WJBK-TV Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BPCT-1779) as mod. which authorized an auxiliary transmitter at main transmitter site for extension of completion date to 3-2-55 (BMPCT-2379).

KDAL-TV Duluth, Minn., Red River Bcstg. Co. Inc.—Mod. of CP (BPCT-903) which authorized new tv station for extension of completion date from 8-11-54 (BMPCT-2375).

WTCN-TV Minneapolis, Minn., Minnesota Television Public Service Corp.—Mod. of CP (BPCT-844) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2373).

WATV (TV) Newark, N. J., Bremer Bcstg. Corp.—Mod. of CP (BPCT-2376) as mod. which authorized new tv station for extension of completion date to 10-30-54 (BMPCT-2376 Resubmitted).

WABC-TV New York, N. Y., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-79) as mod. which authorized new tv station to extend completion date from 9-7-54 (BMPCT-2381).

KFYR-TV Bismarck, N. D., Meyer Bcstg. Co.—Mod. of CP (BPCT-1516) as mod. which authorized new tv station for extension of completion date to 10-4-54 (BMPCT-2380).

WLOK-TV Lima, Ohio, WLOK Inc.—Mod. of CP (BPCT-1398) as mod. which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2382).

KTEN (TV) Ada, Okla., Eastern Oklahoma Television Co.—Mod. of CP (BPCT-1776) which authorized new tv station for extension of completion date to 12-16-54 (BMPCT-2384).

WJPB-TV Fairmont, W. Va., Fairmont Bcstg. Corp.—Mod. of CP (BPCT-782) as mod. which authorized new tv station for extension of completion date to Nov. 1954 (BMPCT-2377).

August 13 Applications

ACCEPTED FOR FILING

License for CP

WAHR Miami Beach, Fla., Alan Henry Rosenson—License to cover CP (BP-8152) as mod. which authorized new standard broadcast station (BL-5394).

WACL Waycross, Ga., Teletronics Inc.—License to cover CP (BP-8439) as mod. which authorized change in hours of operation, installation of DA for night use only (BL-5390).

WINI Murphysboro, Ill., Evers Mick and Donald Lee Ritter d/b as Jackson County Bcstg. Co.—License to cover CP (BP-8902) as mod. which authorized new standard broadcast station (BL-5395).

KLEE Ottumwa, Iowa, Lee E. Baker—License to cover CP (BP-8673) as mod. which authorized a new standard broadcast station (BL-5391).

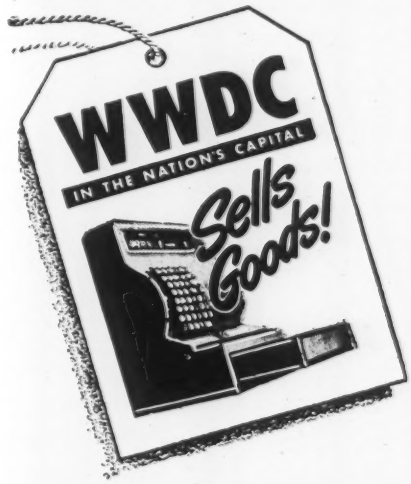
KOAT Albuquerque, N. M., Alvarado Bcstg. Co.—License to cover CP (BP-8782) which authorized change frequency, increase power, install directional antenna for night use, make changes in antenna system and change type transmitter (BL-5399).

Modification of CP

KMBY-TV Monterey, Calif., The Monterey Radio-Television Co.—Mod. of CP (BPCT-1225) as mod. which authorized new tv station for extension completion date to 2-26-55 (BMPCT-2390).

WHFC-TV Chicago, Ill., WHFC Inc.—Mod. of CP (BPCT-1343) as mod. which authorized new tv station for extension completion date to 3-7-55 (BMPCT-2385).

The "RESULTS" STATION in Washington



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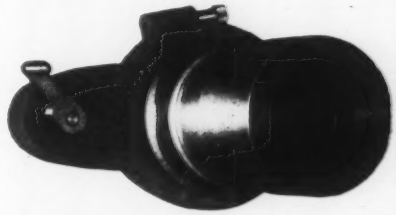

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August 16 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue

Issued a Memorandum Opinion and Order to govern the hearing in proceeding re applications of St. Louis Telecast Inc., et al., for ch. 11 in St. Louis, Mo. (Docket 8809 et al.). (Action taken 8/11.)

By Memorandum Opinion and Order granted requests of St. Louis Telecast Inc., 220 Television and Broadcast House, for continuance of hearing re ch. 11 for St. Louis, from Aug. 16 to Aug. 20 (Dockets 8809 et al.). (Action taken 8/13.)

Granted petition of Puget Sound Bcstg. Co. for extension of time from Aug. 16 to Aug. 31 in which to file proposed findings in re applications for ch. 7 in Seattle, Wash. (Dockets 9030 et al.). (Action taken 8/11.)

By Hearing Examiner Herbert Sharfman

Knoxville, Tenn., Tennessee Tv Inc.—Granted motion for extension of time from Aug. 17 to Aug. 31 in which to file rebuttal findings of fact in re proceeding for ch. 10 in Knoxville, Tenn. (Docket 10512 et al.). (Action taken 8/13.)

WICU (TV) Erie, Pa., Dispatch Inc.—Referred to the Commission the motion filed Aug. 10 by the Chief Broadcast Bureau entitled "Request for Detailed Information under Issue 2 in this Proceeding and for Clarification of Order of June 4, 1954," re proceeding in (Docket 11048). (Action taken 8/12.)

By Hearing Examiner William G. Butts

Binghamton, N. Y., Southern Tier Radio Service Inc.; Endicott, N. Y., Ottaway Stations Inc.—Granted petition of Southern Tier to reopen the record for the purpose of including certain stipulations of the parties submitted with the petition in proceeding re ch. 40; incorporated said stipulations into and made a part of the record and thereupon closed record (Dockets 10681-82).

By Hearing Examiner Charles J. Frederick

Hastings, Neb., The Seaton Pub. Co.—Scheduled hearing for Aug. 23 in re application for ch. 5 (Docket 10965).

By Hearing Examiner Millard F. French

By Memorandum Opinion and Order granted petition of Sangamon Valley Tv Corp., Springfield, Ill., to amend its application for ch. 2; reopened the record, accepted amendment submitted with petition, and closed the record (Docket 10701-03).

By Hearing Examiner J. D. Bond

Issued a First Pre-Trial Order in the proceeding re applications of The Toledo Blade Co., et al., for ch. 11 in Toledo, Ohio (Dockets 11084 et al.), which shall govern the course of further proceedings herein to the extent indicated unless modified by Examiner or by the Commission; further conference in this proceeding shall convene on Sept. 27.

By Hearing Examiner Elizabeth C. Smith

WELO Tupelo, Miss., Tupelo Bcstg. Co.—Gave notice of a conference in re am application (Docket 11002) to be held Aug. 23.

By Hearing Examiner James D. Cunningham

KNGS Hanford, Calif., Hanford Bcstg. Co. of Calif.—Granted request for continuance of hearing in re am facilities (Docket 10934) from Sept. 21 to Nov. 2.

August 17 Decisions

BROADCAST ACTIONS

Actions of August 13

Granted License

WPAC Patchogue, N. Y., Patchogue Bcstg. Co.—Granted license covering increase in power and change in type of transmitter; 1580 kc, 1 kw, D (BL-5388).

KGO-FM San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—Granted license for fm broadcast station (BLH-988).

WHO-FM Des Moines, Iowa, Central Bcstg. Co.—Granted license for changes in fm station (BLH-989).

WMAQ-FM Chicago, Ill., National Bcstg Co.—Granted license covering changes in fm station (BLH-987).

WOC-FM Davenport, Iowa, Tri-City Bcstg. Co.—Granted license covering changes in fm station (BLH-986).

Mod. of CP

KTEN Ada, Okla., Eastern Oklahoma Television Co.—Granted Mod. of CP for extension of completion date to 2-16-55.

Actions of August 12

KANV Shreveport, La., Northwest Louisiana Bcstg. Co.—Granted license for am broadcast station; 1050 kc, 250 w, D (BL-5384).

WDAN Danville, Ill., Northwestern Pub. Co.—Granted license covering erection of a new antenna, mounting of tv antenna on top (increase height) and installation of a new transmitter (BL-5389).

WMNE Menomonie, Wis., Menomonie Bcstg. Co.—Granted license covering increase in power; 1360 kc, 1 kw, D (BL-5232).

WALM Albion, Mich., Calhoun Bcstg. Co.—Granted license covering change in frequency, increase in power and change in type of transmitter; 1260 kc, 50 w, D (BL-5387).

WWKY Winchester, Ky., Winchester Bcstg. Co.—Granted authority to operate transmitter by remote control.

The following were granted Mod. of CP's for extension of completion dates as shown: WNET (TV) Providence, R. I., to 2-11-55; KODL The Dalles, Ore., to 12-31-54, condition; WNXT Portsmouth, Ohio, to 11-15-54, condition.

Actions of August 11

WOAI-TV San Antonio, Tex., Southland Industries Inc.—Granted license covering changes in facilities of tv broadcast station (BLCT-145).

KCRW (FM) Santa Monica, Calif., Santa Monica Unified School District—Granted license covering changes in noncommercial educational fm broadcast station (BLED-154).

WMBD-FM Peoria, Ill., WMBD Inc.—Granted license covering changes in licensed fm station (BLH-981).

The following stations were granted authority to operate transmitters by remote control: KECK Odessa, Tex.; KAKE Witicha, Kans.; KGLM Chehalis, Wash.; KREW Sunnyside, Wash.; WTTB Vero Beach, Fla.

WWKY Winchester, Ky., Winchester Bcstg. Co.—Granted Mod. of CP for approval of antenna and transmitter location and specify studio location (BMP-6597).

KENN Kenedy, Tex., Kenedy Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter location and change type transmitter; condition (BMP-6591).

The following were granted Mod. of CP's for extension of completion dates as shown: KFML Golden, Colo., to 9-5-54; WQCY (TV) Allentown, Pa., to 3-10-55; WJAR-TV Providence, R. I., to 3-9-55; WITA San Juan, P. R., to 8-20-54.

Actions of August 10

WDEL-TV Wilmington, Del., WDEL Inc. — Granted license covering changes in facilities of tv broadcast station (BLCT-133).

The following were granted Mod. of CP's for extension of completion dates as shown: WTOB-TV Winston-Salem, N. C., to 3-3-55; WHAM-TV Rochester, N. Y., to 3-1-55; WLBC-TV Muncie, Ind., to 3-1-55; KONA (TV) Honolulu, Hawaii, to 3-1-55; KDAL-TV Duluth, Minn., to 2-11-55; WHBF-TV Rock Island, Ill., to 3-2-55; KSBW-TV Salinas, Calif., to 2-26-55; WTOC-TV, Savannah, Ga., to 2-26-55; WCPO-TV Cincinnati, Ohio, to 3-1-55; WICC-TV Bridgeport, Conn., to 3-2-55; WKAB-TV Mobile, Ala., to 3-1-55; WITV (TV) Ft. Lauderdale, Fla., to 3-1-55; WKJF-TV Pittsburgh, Pa., to 3-1-55; KGMB-TV Honolulu, Hawaii, to 3-1-55; KID-TV Idaho Falls, Idaho, to 2-25-55; KFIF (TV) Fairbanks, Alaska, to 3-1-55; WNEX-TV Macon, Ga., to 3-3-55; WBCK-TV Battle Creek, Mich., to 3-1-55; WNHC-TV New Haven, Conn., to 2-28-55; WEAU-TV Eau Claire, Wis., to 2-25-55.

Actions of Aug. 9

WRAY Princeton, Ind., Princeton Bcstg. Co.—Granted license covering mounting of tv antenna on top of am tower (BL-5371).

WDXL Lexington, Tenn., Lexington Bcstg. Co.—Granted license for am broadcast station; 1490 kc, 250 w, U (BL-5376).

WWIT Canton, N. C., Western North Carolina Bcstrs. Inc.—Granted license for am broadcast station; 970 kc, 1 kw D (BL-5380).

KMPC Los Angeles Calif., KMPC, The Station of the Stars—Granted request for extension of authority to modulate KMPC's transmitter with audio tones between 25 and 35 cycles with approx. 25% modulation in order to test a Civil Defense alerting unit for the city of Los Angeles—to 9-15-54.

August 17 Applications

ACCEPTED FOR FILING

Application for Remote Control Returned

KDYL Salt Lake City, Utah—Intermountain Bcstg. and Television Corp.,

Modification of CP

WHFM (FM) Rochester, N. Y., Stromberg Carlson Co.—Mod. of construction permit (BPH-1905) as mod., which authorized changes in antenna height & system for extension of completion date (BMPH-4941).

WNET (TV) Providence, R. I., Channel 16 of Rhode Island Inc.—Mod. of CP (BPCT-1597) as mod., which authorized new tv station for extension of completion date to Jan., 1955 (BMPCT-2393).

Renewal of License

WRVB (FM) Richmond, Va., Larus & Brother Co. (BRH-555).

August 18 Decisions

TV AND AM BROADCAST ACTIONS

Renewal of License

KANU (FM) Lawrence, Kan.; KCSM (FM) San Mateo, Calif.; KRVM (FM) Eugene, Ore.; KWGS (FM) Tulsa, Okla.; WABE (FM) Atlanta, Ga.; WBOE (FM) Cleveland, Ohio; WHHI (FM) Highland, Wis.; WHLA (FM) Madison, Wis.; WKAR-FM East Lansing, Mich.; WKCS (FM) Knoxville, Tenn.; WMUA (FM) Amherst, Mass.; WOI-FM Ames, Iowa; WPRK (FM) Winter Park, Fla.; WSDX (FM) Louisville, Ky.; WSHS (FM) Floral Park, N. Y.; WSKS (FM) Wabash, Ind.; WUNC (FM) Chapel Hill, N. C.

The following am stations were granted renewal of licenses for the regular period: WKAI Macomb, Ill.; WTVH Peoria, Ill.; WATS Sayre, Pa.; WISR Butler, Pa.

ACTIONS ON MOTIONS

Part 15

On petitions by the National Community for Television Association Inc. and Jerrold Electronics Corp., the Commission on Aug. 13, extended to Oct. 15 the time for filing comments in proceeding re amendment of Part 15 (Docket 9288).

By Commissioner E. M. Webster

KLIF Dallas, Tex., Trinity Bcstg. Corp.—Granted petition for leave to amend its application for am facilities (Docket 11026; BP-9054) to submit a revised DA pattern.

Chief Broadcast Bureau—Granted petition for an extension of time to and including Aug. 26, within which replies may be filed to petition of The Walmac Co., San Antonio, Tex., to enlarge the issues in re proceeding for ch. 12 (Dockets 11000-01).

Schenectady, N. Y., Van Curler Bcstg. Corp.—Granted petition for an extension of time from Aug. 16 to Aug. 19 within which to file an answer to protest by Hudson Valley Bcstg. Co. in re application to change studio site (BMPCT-2201) (Action taken 8/16).

By Hearing Examiner Harold L. Schilz

KSEY Seymour, Tex., William C. Moss—Postponed prehearing conference scheduled for Aug. 17 in re facilities (Docket 10218; BML-1473), and in lieu thereof a similar conference will be held Aug. 31 on the date now designated for a hearing.

By Hearing Examiner Isadore A. Honig

Issued an Order to Control the Course of the Hearing in re applications of KFJI Bcstrs. Inc. and Klamath Falls Television Inc., for ch. 2 in Klamath Falls, Ore. (Dockets 10980-81). The taking of testimony will commence on Sept. 13.

By Hearing Examiner Thomas H. Donahue

Extended from Aug. 30 to Sept. 15 the time for filing replies to proposed findings in proceedings re applications of Queen City Bcstg. Co., et el applicants for ch. 7 in Seattle, Wash (Dockets 9030 et al).

By Hearing Examiner Charles J. Frederick

By agreement with the applicants, rescheduled the hearing heretofore scheduled for Aug. 23 to commence Sept. 14, in re applications of Westinghouse Bcstg. Co., applicants for ch. 11 in Pittsburgh, Pa. (Dockets 8694 et al), and ordered that the exhibits, constituting the affirmative (direct) cases of applicants, shall be exchanged on or before Sept. 10.

August 18 Applications

ACCEPTED FOR FILING

Modification of CP

WNRI Woonsocket, R. I., Antoinette D. Mailloux, Administratrix of the Estate of Raymond A. Mailloux, deceased, Jack C. Salera and Roger A. Nault, d/b as Friendly Bcstg. Co.—Mod. of con-

(Continued on page 89)

ALLEN KANDER

Negotiator

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Box 2468, Birmingham, Ala.
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1000 BANKERS INVESTMENT BLDG.
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SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

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CONSULTING RADIO ENGINEERS
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QUALIFIED ENGINEERING
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IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising contact
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COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
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P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager wanted for daytime station in one of ten largest metropolitan markets. Must have previous sales manager experience. Fine chance for advancement. Box 896D, B•T.

Sales manager—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 88E, B•T.

General Managers—Top opportunities for advancement and permanent jobs await two live-wire radio men as managers for north Alabama and new Georgia station. Both excellent small markets. Men must have minimum two successful years proven radio sales experience, be settled married men, have car and be ready to be an active community leader. $75 to $100 weekly salary and percentage of net profits. Write complete details, background, listing each job, dates and pay. Write outline of how you would staff, program and run rural market. Mutual station. These are no desk jobs. Only apply if you are a go-getter, idea man and can sell. Box 393E, B•T.

Salesmen

Salesman. Central N. Y. 1,000 watt independent. Salary plus commission. Must have experience, willing to work and produce sales. Excellent opportunity for right man. Box 251E, B•T.

Salesman near New York City. Send complete resume. Salary and commission. Car necessary. Box 370E, B•T.

Florida station offers real opportunity for an aggressive salesman to make big money. Send complete particulars first letter. Box 427E, B•T.

Four-station organization operating in southeast desires to add three salesmen to radio staffs. Opportunities excellent for qualified applicants. Character references must be tops. Ability must be exceptional. Age requirements between 25 and 35. All replies confidential. Attach recent photo, full references and background with initial application. Box 440E, B•T.

Starting new daytime station in west Texas. Will need good, hard-working salesman (no ball of fire wanted), also engineer-announcer and straight announcer, or announcer-salesman. Job permanent, with reasonable pay, in small town. Prefer Texan or one used to small towns in southwest. Contact Clint Formby, KPAN, Hereford, Texas.

Alert, hard-working salesman to sell specialized radio on most saleable independent station in leading southern market. Man who can use good programming and ratings to turn excellent potential into sales results can earn exceptional living. Guaranteed salary and commission. Unlimited chance for advancement in important chain of stations. Rush full details in confidence to Manager, WRAP, 300 Portlock Building, Norfolk, Virginia.

50 experienced tv film salesmen needed immediately. Drawing account $100 week. Commission 10% per sale. Contact Television Broadcasting Service, 91 Central Park West, New York 23, N. Y. Ask for Mr. William R. Riddle.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Experienced announcers. First phone preferred, not required. Good salary. Mississippi. Permanent. Box 245E, B•T.

Top announcer for top station in large midwestern market. Authoritative news, competent, friendly DJ work. Good commercial style. Excellent opportunity. Send background and tape. Box 278E, B•T.

Capable announcer wanted by station near Charleston, West Virginia. Must run board and do a professional job on the air. Permanent. Send recording, resume and references. Box 307E, B•T.

Announcer-salesman near New York City. Salary and commission. Car necessary. Box 369E, B•T.

Help Wanted—(Cont'd)

Announcer-engineer. Must be competent, both fields. Position now open. Salary commensurate with ability. All replies answered. Box 372E, B•T.

Southern 5000 watt CBS station needs aggressive personality disc jockey. Top salary guarantee to start. Unlimited opportunity for financial advancement. Furnish complete details and tapes immediately. This is an outstanding opportunity for competent man with old established station. Box 374E, B•T.

Combination announcer-engineer for east coast Florida city. 1st class ticket a must. State minimum salary requirements and references, first letter. Box 386E, B•T.

Announcer with experience, strong on news and dee-jay shows. Draft exempt. Northeastern Penna. Send complete resume, photo and tape. Box 390E, B•T.

Announcer wanted: Personable young man with minimum of three years commercial radio experience in staff announcing, for upstate New York basic radio and tv network outlet. Excellent opportunity for versatile announcer possessing good television potential. Send complete details and photos. Tapes will be requested at a later date. Box 406E, B•T.

Experienced morning man who can also write commercial continuity can find a permanent position with a progressive 250 watt station in central New York. Must be proven air personality and must be able to write words that sell. Box 422E, B•T.

Good experienced announcer for general staff work. KCMC-Radio, Texarkana, Texas. Attn: General Manager.

Exceptionally good pay for staff announcer, strong on news and DJ. Must have personality and experience. Not an opening for beginners or recent graduates. Send tape, picture and history of employment to KFAL, Fulton, Missouri.

Opportunity for good morning announcer. Send resume. ABC network. KFRO, Longview, Texas.

Need immediately, staff announcer who can gather, write, air local news and work board. Send details, picture and tape to KRGI, Grand Island, Nebr.

New Denver area music and news daytime on air about October 15th requires full staff including salesmen and announcers. Pay is good so experience must be likewise. Send details to KUDL, Kansas City, Mo.

Combination announcer-engineer and announcer-salesman. Good opportunity in top southern Ohio market. Need both types immediately in all three of our stations. Save time by phoning, Manager of WBEX, Chillicothe, Ohio. Phone 3-2244.

Announcer, experienced at control board for general staff work. No specialists. Call Manager, WCOJ, Coatesville, Pa. Phone 2100.

Permanent staff position southern Florida resort city. Full details to WGMA, Hollywood, Florida.

Announcer—good opportunity for man with year or more experience and some knowledge of records. Nothing cute or zany but man who can handle board work and develop his own evening show. Write Manager, WTAX, Springfield, Illinois.

Experienced announcer for kw daytimer under construction. Eastern Illinois college town. Send tape, photo, complete information to Jake Goble, 1403 Tenth Street, Charleston, Ill.

Technical

Wonderful opportunity for first class combo man. WCSI, Columbus, Indiana. Max Cockley, Chief Engineer.

Help Wanted—(Cont'd)

Two first class engineer-announcers for the new kw daytimer in Eastern Illinois to be on the air in October. Wonderful opportunity, college town. Send tape and complete information to Jake Goble, 1403 Tenth Street, Charleston, Illinois.

Production-Programming, Others

Negro programmed station—southern city—wants white program director, experienced all phases negro programming, small station operation. Give complete details—references and recent snapshot or application will not be considered. Box 365E, B•T.

Local station needs news editor with initiative and experience. Air mail full particulars. Box 377E, B•T.

Television

Help Wanted

Managerial

Commercial manager needed for television operation. Excellent opportunity for hustling community minded man. Must have am or tv experience plus outstanding references. Salary and commission. Box 395E, B•T.

Salesmen

Advertising salesman for local selling on established vhf medium sized market New England tv station. Previous tv selling experience required. Salary and commissions. Address Box 382E, B•T.

Announcer

Top power vhf in SE has excellent opportunity for a man who can do an hour morning show. If you have Godfrey's talents and have not yet had the opportunity to display them on tv, this is what you are looking for. Submit full personal details, photo and your idea of low cost format for 8:00-9:00 a.m. large metropolitan area. Box 442E, B•T.

Technical

Tv-am engineer required by station in large midwestern city. Good salary to start, with periodic increases. Very finest equipment and excellent employee relationship. State education, experience, draft classification and provide a snapshot. Reply Box 237E, B•T.

Technical personnel for tv and am operation in a midwestern metropolitan market. First phone desirable, but not required. Please supply experience, education and a snapshot. Box 260E, B•T.

First class engineer for new 12 kw uhf transmitter. Send qualifications first letter, Chief Engineer, WSEE, Erie, Pa.

Production-Programming, Others

Experienced director-producer by network affiliate also member of regional net in one of highest tv set saturated markets. A real opportunity. Send complete resume. Box 379E, B•T.

Commercial artist position available with well established radio-television station. Must have a good lettering background and be a versatile artist in all commercial lines. Please state schooling, experience, age, marital status, salary expected. Sample of art work, requested with application, will be returned. Box 388E, B•T.

Vhf-tv station in major market has opening for film editor. Tv experience and speed necessary requirements. Send following information including past employment, references, etc., in first letter. All replies held confidential. Apply to Steve Briggs, WISH-TV, 1440 N. Meridian Street, Indianapolis, Ind.

Situations Wanted

Managerial

Competent manager. Ten years experience, presently manager of a 500 watt station desires to relocate in Texas city. Available October first. Please mail all replies to following address. Box 419E, B•T.

Broadcast station management consultants will help you solve your problems on a percentage of increase basis. Costs you nothing if our help does not produce results. For details contact Broadcasting Services Associates, P. O. Box 78, Fort Lauderdale, Florida.

Salesmen

Salesman—radio-tv. Want permanent position. Excellent references. Prefer east. Box 348E, B•T.

Salesman, announcer four years experience, seeks opportunity with stable operation, excellent references. Box 398E, B•T.

Situations Wanted—(Cont'd)

Young former professor desires radio or television sales opportunity. Solid result getting sales. Excellent radio and television background. Can relocate in any area. Box 421E, B•T.

Announcers

Top-flight sports announcer desires college football play-by-play. 13 years experience. Currently broadcasting major league baseball. Air checks available. Outstanding references. Box 149E, B•T.

Versatile announcer. Experienced newsman, DJ. Trained voice. First phone. Negro. Box 168E, B•T.

Announcer. Experienced both network and independent, some tv, college grad, married. Presently employed. Box 179E, B•T.

Football announcer . . . seven years experience . . . fine voice, best of references. Box 310E, B•T.

Some experience, staff announcer, good voice, training in two announcers schools. Desire position immediately, preferably west of the Mississippi. All replies considered and answered. Box 367E, B•T.

Combination man. Fully experienced. Well educated. Available soon. Box 376E, B•T.

Dynamic sportscaster. Nine years experience football, basketball, baseball in large, competitive market. Keen sports insight, industrious, creative. Box 378E, B•T.

Experienced announcer—PD past 8 months . . . DJ (popular and western), news, special events, sports color, heavy commercial . . . good delivery . . . good ad-lib . . . 37, married, presently employed . . . tape . . . will travel . . . midwest or south preferred. Box 391E, B•T.

Experienced announcer 1st phone. Married. Excellent references. Midwest preferred. Box 392E, B•T.

Annnouncer, DJ, four years experience, available immediately, dependable, hard working, fine references. Box 397E, B•T.

Young versatile announcer desires staff position which includes play-by-play football. Mature voice; excellent references; New York or New England preferred. Minimum $70. Box 402E, B•T.

Announcer-newcaster. Eight years radio-news experience. College graduate. Mature; versatile. Box 403E, B•T.

Announcer, deep voice, southerner, married, six years experience country, pop, news. Prefer Alabama or adjoining states. Proven record of air-selling. $90.00 minimum. Box 405E, B•T.

Announcer-newsman. Top-rated commercials, thoroughly experienced news. Family man. Seeking settled situation early September. Box 408E, B•T.

Announcer, staff, experience, commercials, DJ, news, travel, single, tape. Box 410E, B•T.

Announcer, light experience, good DJ, news, sports, board. Disc, tape. Box 411E, B•T.

Experienced announcer, CBO. DJ, newscasting and special events. Willing with 3rd phone and good voice. Box 412E, B•T.

Thoroughly experienced announcer-newscaster-producer. Sober, no drifter, good habits. Available immediately. Tape, resume upon request. Box 413E, B•T.

Announcer, 9 years experience. Work within 50 miles L. A. First phone, if needed. Can supply excellent references, tapes. Box 414E, B•T.

Disc jockey with six years experience. Young, married, draft exempt. Have originated and conducted successful phone and mail request shows. Prefer late evening or all-night time with prestige station in good market in southeast. Tape and photo on request. Write Box 431E, B•T.

DJ . . . preferably nighttime or all-night . . . presently employed with one years experience. Pleasant voice. 3rd phone, selling experience. Box 432E, B•T.

Situations Wanted—(Cont'd)

Experienced young woman, college grad, personable former program director, dramatic background, desires interesting air position announcer, copywriter. Terrific ad-lib, smooth commercials, travel, tape, references. Box 434E, B•T.

25, single, veteran, experience college and AFRS radio. Preference for DJ and sports. Will travel. Box 437E, B•T.

Mr. Station Manager: The best in the field! One of N. Y.'s top disc jockeys—announcers—14 years experience, available September 25th. Want diversified activities, anywhere U.S.A.—News, special events, sports, consider P.D. job plus air work. Box 438E, B•T.

Experienced announcer. Dee jay, personality—presently employed, desires permanent position with more potential radio-television. Available Sept. 15. Box 439E, B•T.

Staff resignation due ownership change: Announcer-engineer, 1st class ticket. DJ, sports announcer, news. 1 year at 10,000 watts, 5 years overall. Phone 2-0242, Boise, Idaho. Bill Banks, 11 South Owyhee.

Staff announcer—strong news, smooth commercials, DJ, experience light, future bright. Gerry Borak, 254 East 56th Street, Brooklyn, N. Y.

Sportscaster—newscaster—dee jay—staff. Strong play-by-play. Three years experience. College graduate. Veteran. Prefer staff tie-up, heavy sports station. Tape. Resume. James H. Carrington, 228 Byrd, Scotch Plains, N. J.

Announcer—limited experience. Emphasize—news, DJ. Draft exempt. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Announcer—light experience. School graduate. Good DJ. Commercial voice. Strong news. Donald Ferris, 2255 Ridge Ave., Evanston, Ill. Phone University 4-5034.

Announcer-control board operator, reliable, experienced, desires staff connection. News, DJ, strong on commercials—travel. Available immediately, resume, tape. Tom Jeffreys, 31-38 29th Street, Astoria 6, N. Y.

Nine years radio, experienced all station activities except sales and engineering. Play-by-play all sports. Presently program-sports director-co-owner WSBB. Twenty-nine, married, college degree, prefer Florida, all offers considered. Jim King, WSBB, New Symrna Beach, Florida.

Announcer, recent broadcasting school graduate, 27, single, veteran. Former athlete desires New England or the East but is available to an offer anywhere. Asks only for the chance to get started in radio now. Write Hank Manigan, 1621 W. Division Street, Chicago 22, Illinois.

Announcer: Experienced, versatile, conscientious, married, 22, desire medium-sized market in southeast. Do hillbilly, news, rhythm-blues and pop. Will work hard. Present market too small. Call Lee Mathis, Fort Valley, Georgia.

Selling voice—clear, mature. Experience, ability, university background. Single, 32. Good news, commercials, records. Midwest. Charles May, 3619 Paseo, Kansas City, Missouri. Phone Armour 5446.

Situations Wanted—(Cont'd)

Staff resignation due ownership change. Two men, 4 years experience: Combo first phone, 2 years assistant manager and chief engineer 10kw; other top salesman-announcer. Families, cars; prefer Pacific northwest. Phone 3-0588. McDonald, 402 N. Atlantic, Boise, Idaho.

Here I am again — announcer, news, music, sports. Good DJ. Graduate Midwestern Broadcasting. Have car, will travel. Single. Audition disc available. George Pochos, 215 E. 153rd Street, Harvey, Ill.

Staff announcer, versatility unlimited, strong news, DJ, selling commercials. Mark Shor, 751 E. 178th Street, Bronx, N. Y.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Engineer now employed as chief desires engineering position with good pay. 17 years radio, sober, reliable. Box 317E, B•T.

15 years experience, broadcast construction, maintenance, communications. Desire job with top-notch radio or vhf-tv station in southwest. Box 366E, B•T.

Straight engineer, 5 years experience, first phone, ham license, now available. Box 381E, B•T.

First phone. 4 years studio control, tapes, remotes. Desires studio control, Jersey, New York, Connecticut, Massachusetts. Box 404E, B•T.

Engineer, 1st phone, experienced installation and construction, 9 years with inventor of fm, 5 years other phases electronics. Box 426E, B•T.

Chief engineer or supervisor available immediately. 12 years experience, am-fm-tv, from 250 watts to 50 kw, construction experience. Box 428E, B•T.

Engineer, experienced in am-fm-tv aircraft radio, overseas, short wave operation. Will consider domestic or foreign field engineer. Box 429E, B•T.

Staff resignation due ownership change. Announcer-engineer, first phone, experience 10kw. Bob Asbury, 2606 N. 26th, Boise, Idaho. Ph. 2-1159.

Am-engineer, 1st phone, four years experience all phases, except sports. Age 29, vet. Desires program director's job. Heavy on am. Morris F. Genthner, 239 Grace Ave., Newark, New York. Phone 1112J, act now!

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

Available immediately. 1st class engineer with 10 years well rounded experience. Excellent references. P. O. Box 152, Cincinnati, Ohio.

Production-Programming, Others

Unusual? Yes—we are employer of a well-qualified all-around, play-by-play sports director who has major league and triple A experience—good newsman and versatile in other assignments. We are dropping sports. Therefore, want to find him another position. He has our top-notch recommendations—interested? Please write Box 373E, B•T.

Read this only if you want a versatile, intelligent, imaginative gal with a record . . . a good record. Radio-tv-film-agency-entertainment business my only business. Secretary thru talent, programming (creative-production) with sales ability, publicity-promotion and management know-how. Willing work hard for recognition. Let's discuss your requirements, our future. Considering New York, southern U. S. A. areas. Box 380E, B•T.

Seeking supervisory position in radio program department. Currently employed program director with 5 years experience in programming, production, continuity, etc. College education. Excellent record and references. Box 400E, B•T.

Daytime programs analyzed by woman with background paralleling mid-continent daytime audience. Successful advertising experience. Written or tape recorded reports or New York office discussion. Box 420E, B•T.

Experienced reporter in radio, newspapers, wants employment on radio news staff. References available. Box 424E, B•T.

Program director with six years experience. There is no reason why your 250 or 1000 watter can't operate with the same programming and production standards as any 50,000 watter in the country. But you must let me have a free hand as far as programming is concerned and you must want your station to get ahead in listenership and sales. Give program department a budget to operate on. I am young, married, draft exempt. Prefer east coast. Box 430E, B•T.

Experienced newsman. Top-flight on features, human interest. Sports writer. Continuity and commercial "know-how". Veteran. Wire or write: Barney Engel, Ocala Hotel, Ocala, Florida.

Staff resignation due ownership change. Young woman, college graduate, traffic manager—executive secretary, 10kw station last four years, seeks administrative position. Prefer Pacific northwest. Betty Lowry, 2812 Agate Street, Boise, Idaho. Telephone 2-2226.

Television

Situations Wanted

Managerial

Radio-tv manager. Top network tv background in major western market. Fifteen years network radio management. Strong on operation, promotion and sales. Available immediately. Box 423E, B•T.

Salesmen

Salesman, five years experience radio-tv. Excellent sales record. Top references. Box 399E, B•T.

Announcers

Three years television, plus three years radio. Featured personality, who can sell. College degree, 28, veteran. Desire air position hot television market or program direct television or radio. Box 384E, B•T.

On-camera personality, master of ceremonies, straight or light comedy. Good pitch man. Seven years radio/television, B.S. degree, Journalism. Stage experience. Single, 29, anywhere for full or part-time plus talent, or talent only. Lots of program ideas and ability to carry through. Will appreciate your reply to Box 407E, B•T.

DJ, director wants change. Now at major vhf operation. Proven record of sponsor sales in tv. Experienced all phases of directing. 3 years radio and stage, 1 year tv. Family man, age 23. Interested in stable organization. Personal interview on request. Box 417E, B•T.

Technical

First phone, resident graduate Capitol Radio Engineering Institute, two years radio, desires position with television station anywhere. Box 375E, B•T.

Situations Wanted—(Cont'd)

Chief engineer. Over 5 years vhf and uhf tv experience. Station installation, operation and maintenance all equipment. If you desire equipment operating at it's very best write Box 368E, B•T.

SRT graduate. All phases tv studio operations. Photographic background. Desires position as cameraman, anywhere. College graduate, single, veteran, age 25. Box 385E, B•T.

Production-Programming, Others

Presently employed in tv production and programming. Seek ground floor-new station opportunity. Looking for a progressive station needing program manager, director. Family man, car. Box 383E, B•T.

Seeking supervisory position in tv program department. Currently employed tv program director with 5 years experience in programming, production, continuity, etc., put new station on air. College education. Excellent record and references. Box 401E, B•T.

Tv director. Experienced. Nine years college. Newspaper, administrative background. Box 418E, B•T.

News reporter, experienced in radio and newspapers, desires move into television. Good references. Box 425E, B•T.

Film editor-photographer nine years, newspaper, television, movies, stills, slides, darkroom. Resume. Gibbons, 2451 Oakwood Ave., Zanesville, Ohio.

Veteran: Single, college graduate, accounting experience, theatre background; Graduate N.Y.U. school radio and television, capable handling all phases television production, radio and tape recording equipment; Will locate anywhere, available September 1, 1954. References and biography upon request. Carl Glicken, 2241, Sedwick Avenue, New York 68, New York. Fordham 5-2465.

For Sale

Stations

Partner opportunity. California station. Active, capable, supervisor. $10,500 to $35,000 share. Some financing possible. Box 433 E, B•T.

Florida fulltime independent for sale. All or part available. Purchase price equivalent to fixed assets—an unusual opportunity for party having a minimum of $40,000.00 cash to invest. Broadcasting Services Associates, P. O. Box 78, Fort Lauderdale, Florida.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

For Sale. 560 ft. 3⅛" Andrew 452 line. 4, 3⅛" 90° bends, 3, 1⅝" to 3⅛" reducers, 1, 3⅛" end seal 8, 3⅛" support hangers. Make offer. Box 389E, B•T.

Have 250 uhf transmitter, hand built by top engineers, with finest materials, at moderate price. Ideal for satellite operations. Box 409E, B•T.

One RCA MI-4875 Universal pick-up kit, including tone arm, filter and instructions. Less head. Brand new, priced $85.00. One used Presto TL-10 tape playback mechanism, 7½ IPS. Good condition $50.00. KFRD, Rosenberg, Texas.

RCA flying spot scanner TK-3A. Excellent condition. Chief Engineer, KTVU, Stockton, California.

7 Blaw Knox type CN 229′ self-supporting, insulated towers. May be erected non-insulated. Available as a package, match-marked for re-erection. Contact John M. Sherman, WCCO-TV, 50 South 9th Street, Minneapolis, Minnesota.

Studio console—RCA 76-B2 with power supply. Excellent condition. $1,250.00. FOB Minneapolis. Call or wire. Kay Bank Recording, 111 No. 11th Street, Minneapolis, Minn.

For Sale—(Cont'd)

Because WFMT is moving to new quarters with new equipment . . . 3kw fm transmitter, perfect condition, 85-ft. self-supporting IDECO tower supporting 4-bay Andrew fm antenna on 40-ft. mast, now installed atop building. Approximately 250 feet, 3⅛ inch coax with assorted 90 degree and 45 degree joints and hardware, now installed. Available immediately. All for $3,500 cash from premises of WFMT, 4000 W. Washington Blvd., Chicago, Ill.

Wanted to Buy

Stations

Private party desires to purchase controlling or complete interest in radio station in Florida, Texas, Gulf states, Carolinas or California. We have management. Box 337E, B•T.

Florida station or cp. Cash limit $25,000. State total price, best terms. Box 371E, B•T.

Station with good equipment in small-medium market, preferably East or South. Box 394E, B•T.

Wanted—Station in Wisconsin, eastern Minnesota, Iowa, by experienced broadcaster. All replies confidential. Box 396E, B•T.

Want 250w—1000w established or new am station. Box 435E, B•T.

Equipment Etc.

Wanted . . . self-supporting tower approximately 345 feet . . . Blaw Knox type H-40 or equivalent, capable supporting six bay channel 4 tv antenna and any tv equipment in good condition. Box 288E, B•T.

Wanted 200 feet of 1⅝ inch coaxial line Andrew, number 451 or equal. Contact Michigan Music Company, Inc., 2617 West Grand Boulevard, Detroit. Phone Trinity 2-1695.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

CAN YOU

take charge of well-known broadcasting school in Boston? Interview, audition, enroll students? Talk to high school principals and student groups? Direct placement service, handle administrative duties, teach? Prefer young, single man with some station experience in selling, announcing or promotion or with broadcasting school experience. Also consider outstanding broadcasting school graduate. Long hours but excellent opportunity for advancement after you prove your worth. Send resume, photo, salary requirements, why you want job. You must be able to come to Boston for personal interview at your own expense. Your application held in confidence. Box 387E, B•T.

SALES MANAGER

The PROJECTOGRAPH Company whose machine resembles a TV set and projects a variety of TV slides on its screen in stores, hotels, airports etc., will give a substantial commission and interest in company proposition to a man experienced in radio or TV station tieup with merchants on franchise and merchandising plans.
Box 415E, B•T

Help Wanted—(Cont'd)

Production-Programming, Others

TECHNICAL WRITER

Gates Radio Company has opening for man with interest and experience in writing. Experience desired in writing and publishing instruction manuals and technical literature. Broadcast engineering experience also helpful. Complete employee benefits. Salary open. Send complete details with photo to Box 441E, B•T.

Television

Help Wanted

Managerial

INVESTMENT OPPORTUNITY

in vhf television station

If you have a streak of showmanship and some cash, I may be able to help you make some money. You see, I own a company with fine new VHF facilities but short of working capital. Just anyone won't do, but if you're the right guy, I'll sell you 10 percent at the same cost as applied to me (which is favorable), if you'll lend working capital on a five-year note at 6 percent. The whole deal will cost you $60,000 and should make you a neat profit in five years, the same as I expect to. In replying please tell me enough so I'll know who you are. Confidential, of course. Write Alger Court, Westbourne, Apt. 4-B, Bronxville, New York.

For Sale

TV EQUIPMENT FOR SALE

1—RCA TK-20 Film Camera, including the following:

1—Pedestal, including cradle
1—Camera control chassis
1—External edge light projector
1—33-B power supply
1—TP-9B multiplexer

Call or Write H. J. Lovell
Chief Engineer, WKY-TV
Oklahoma City, Oklahoma

For Sale—(Cont'd.)

FOR SALE

200 Ft. Windcharger guyed tower, galvanized steel, complete with guys, 4 side lights, base insulator, guy installers, and conduit for tower light wiring . . . presently in position. For further information write

Radio Station WMOU
Berlin, New Hampshire

IMMEDIATELY AVAILABLE

Result of merger for TV

Collins 737-A 5KW FM transmitter. GE BM-1-A Station Monitor. GE BY-4-A Fm antenna, 4 Bay. Johnson AM/FM Isocoupler. Windcharger 340' Type 300 tower w/lights. 400' coax line 1⅝ inch 51.5 ohm

All or Part — Write or Wire

Joe Gamble, Tech., Dir.,
WRBL- WRBL-FM- WRBL-TV
Columbus, Georgia

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Instruction

GET YOUR FCC LICENSE NOW

Accelerated, tutored courses. Need only high school training or equivalent. 1st class Radio-Telephone Commercial License

Day or Evening
New Classes Starting September 8th
Rad-Tel Consultants
1 Beekman Street
New York 38, N. Y. — WOrth 4-1180

Miscellaneous

MANAGEMENT CONSULTANTS

Is Your Station Losing Money? We Will Put it in the Black; If it Making, We Will Make More!
All Station Problems Handled
Box 436E, B•T.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

FOR THE RECORD

(Continued from page 84)

struction permit (BP-8106) as modified, which authorized new standard broadcast station for extension of completion date (BMP-6620).

WKNB-TV New Britain, Conn., The New Britain Bcstg. Co.—Mod. of CP (BPCT-870) as mod., which authorized new tv station for extension of completion date to 12-7-54 (BMPCT-2399).

WCKG (TV) New Orleans, La., CKG Television Co.—Mod. of CP (BPCT-1474) as mod., which authorized new tv station for extension of completion date to 4-17-55 (BMPCT-2395).

KDRO-TV Sedalia, Mo., Milton J. Hinlein—Mod. of CP (BPCT-1550) as mod., which authorized new tv station for extension of completion date to 11-8-54 (BMPCT-2396).

WWTV (TV) Cadillac, Mich., Sparton Bcstg. Co.—Mod. of CP (BPCT-1634) as mod., which authorized new tv station for extension of completion date to 3-8-55 (BMPCT-2386).

KZTV (TV) Reno, Nev., Nevada Radio-Television Inc.—Mod. of CP (BPCT-1174) as mod., which authorized new tv station for extension of completion date to 12-16-54 (BMPCT-2401).

KVDO-TV Corpus Christi, Tex., Coastal Bend Television Co.—Mod. of CP (BPCT-1066) as mod., which authorized new tv station for extension of completion date to 3-9-55 (BMPCT-2398).

WTOV-TV Norfolk, Va., Commonwealth Bcstg. Corp.—Mod. of CP (BPCT-460) as mod., which authorized new tv station for extension of completion date to 3-8-55 (BMPCT-2400).

WSUN-TV St. Petersburg, Fla., City of St. Petersburg—Mod. of CP (BPCT-665) as mod., which authorized new tv station for extension of completion date to 3-15-55 (BMPCT-2405).

WLWA (TV) Atlanta, Ga., Crosley Bcstg of Atlanta Inc.—Mod. of CP (BPCT-927) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 9-10-55 (BMPCT-2404).

WWLA (TV) Lancaster, Pa., Harold C. Burke—Mod. of CP (BPCT-1670) as mod., which authorized new tv station for extension of completion date to 3-15-55 (BMPCT-2403).

KOMU-TV Columbia, Mo., The Curators of the U. of Missouri—Mod. of CP (BPCT-1177) as mod., which authorized new tv station for extension of completion date to 12-18-54 (BMPCT-2408).

This is a story about a Texas Cancellation

G. F. Roberts of KGKL San Angelo, writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

Texas Network Station

$180,000.00

Manufacturing, oil production and agriculture combine to create this outstanding market boasting over $25,000,000.00 annual retail sales. Profitable operation has over $75,000.00 net current assets that are included in sale. Attractive fixed asset position. Financing available to qualified buyers.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

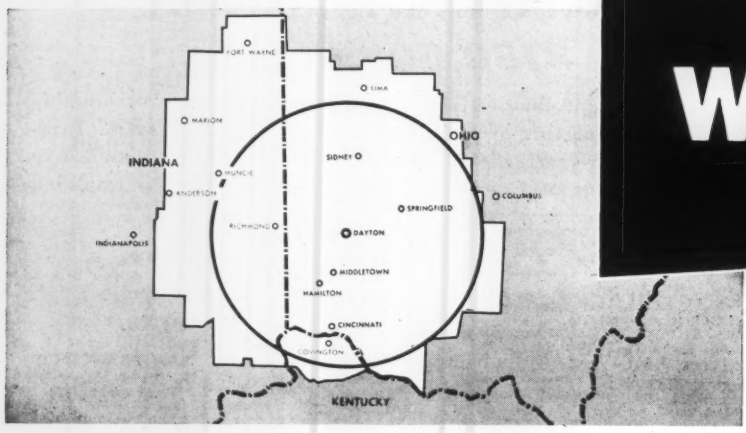
SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5672

WE'VE GOT THE PAPERS TO PROVE IT!

Here's *conclusive proof* of the super coverage by WHIO-TV's new TV tower—1104 feet straight up, the tallest in the world! Daily, newspapers throughout the WHIO-TV territory carry our program listings . . . including 16 papers keeping *bonus* audiences posted on WHIO-TV programming.

We have other "paper" testimonials to this super coverage—mail! Thousands of letters from listeners testify to terrific bonus audiences well outside our new service area. In Lima, Ohio, for instance, WHIO-TV pulls over 60% of the night time audience against the COMBINED stations B (UHF), C and D according to Hooper. From lucrative Lima, more than eighty miles away and many other similar cities, the *added* coverage is there. These "paper" testimonials—newspaper listings, mail, and ratings—*prove* WHIO-TV's vast-area pulling power . . . *prove* that buying WHIO-TV is a wise choice!

Ask George P. Hollingbery Representatives!



whio-tv

CBS • DUMONT

Channel 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

TELESTATUS

August 23, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 245,090
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
►WMSL-TV (23) Walker; 14,107
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 34,600
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-10/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Avery-Knodel; 95,300
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 96,300
►KPHO-TV (5) CBS, DuM; Katz; 95,300
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 29,443
►KVOA-TV (4) ABC, NBC; Raymer; 29,443
Yuma†—
►KIVA (11) NBC, DuM; Grant; 19,234

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 66,445
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 68,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,800
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,861,132
►KCOP (13) Katz; 1,861,132
►KHJ-TV (9) DuM; H-R; 1,861,132
►KNBH (4) NBC; NBC Spot Sls.; 1,861,132
►KNXT (2) CBS; CBS Spot Sls.; 1,861,132
►KTLA (5) Raymer; 1,861,132
►KTTV (11) Blair; 1,861,132
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

New Starters

The following tv stations are the newest to start regular operations:

WGR-TV Buffalo, N. Y. (ch. 2), Aug. 14.

WCHS-TV Charleston, W. Va. (ch. 8), Aug. 15.

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 982,070
►KPIX (5) CBS, DuM; Katz; 982,070
►KRON-TV (4) NBC; Free & Peters; 982,070
►KSAN-TV (32) McGillvra; 97,018
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 72,098
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KTVU (36) NBC; Hollingbery; 112,000
KOVR (13) Blair; 2/11/54-9/6/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 47,146
►KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
►KBTV (9) ABC; Free & Peters; 227,882
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 227,882
►KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) DuM; H-R; 10/21/53-9/1/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 147,200

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
393,971
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

The Greatest Draw In Wichita!.....

"BAR-16 RANCH" with "Cheyenne"

"BAR 16"	STATION "A"
Mon. – 24.9	17.8 (Amos & Andy)
Tue. – 15.7	16.2 (Superman)
Wed. – 25.4	10.3 (Kit Carson)
Thur. – 21.6	11.9 (Hopalong Cassidy)
Fri. – 24.9	5.4 (Range Rider)

*Source: ARB, April '54.

Plus Value!.....

"Bar 16" had a cumulative rating of 48.6* for the week April 8 thru April 14!

Cheyenne, popular local personality combines top western movies with his own special brand of yarn-spinning to give "Bar 16" a double-barreled pull!

See PETRY For Regional and National Participations!

KEDD

WICHITA KANSAS

NBC • ABC

REPRESENTED BY

Edward Petry & Co., Inc.

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 628,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 107,200 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-March '55.
Miami—
WMIE-TV (27) Stars National; 12/2/53-9/30/54
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
WMFL (33) 12/9/53-Unknown
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 11,000
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000
Tampa†—
Tampa Times Co. (13) Initial Decision 11/30/53
WFLA-TV (8) Blair; 8/4/54-Feb. '55
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/22/54 (granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36) 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 100,260
► WRDW-TV (12) CBS; Headley-Reed; 98,400
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 49,104
Rome†—
► WROM-TV (9) Weed; 103,514
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,104
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 34,665
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,700
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 250,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 152,418
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel 116,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 549,284 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 59,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 662,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 476,601
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 57,650
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 111,023
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,000
Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,000
► WHO-TV (13) NBC; Free & Peters; 237,000
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 95,692
Sioux City—
KCTV (36) 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 140,344
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,980

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Topeka—
KTKA (42) 11/5/53-Unknown
▶WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 54,481
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-11/1/54
▶KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
▶WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
▶WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
▶WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
▶WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/29/54
▶KTAG (25) CBS, ABC, DuM; Young; 19,000
Monroe—
▶KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 145,700
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
▶WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
▶WJMR-TV (61) ABC, CBS, DuM; McGillvra; 91,487
WTLO (20) 2/26/53-Unknown
Shreveport—
▶KSLA (12) ABC, CBS, NBC, DuM; Raymer; 52,800
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
▶WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,420
WTWO (2) 5/5/54-9/12/54
Lewiston—
▶WLAM-TV (17) DuM; Everett-McKinney; 20,039
Poland†—
WMTW (8) ABC, CBS; 7/8/53-Aug. '54
Portland—
▶WCSH-TV (6) NBC; Weed; 116,627
▶WGAN-TV (13) ABC, CBS; Avery-Knodel
▶WPMT (53) DuM; Everett-McKinney; 45,100

MARYLAND

Baltimore—
▶WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 552,235
▶WBAL-TV (11) NBC; Petry; 552,235
WITH-TV (72) Forjoe; 12/18/52-Fall '54
▶WMAR-TV (2) CBS; Katz; 552,235
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
▶WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
▶WMGT (74) ABC, DuM; Walker; 135,451
Boston—
▶WBZ-TV (4) NBC; Free & Peters; 1,191,210
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
▶WNAC-TV (7) ABC, CBS, DuM; H-R; 1,191,210
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
▶WTAO-TV (56) ABC, DuM; Everett-McKinney; 125,000
Springfield—
▶WHYN-TV (55) CBS, DuM; Branham; 140,000
▶WWLP (61) ABC, NBC; Hollingbery; 140,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
▶WWOR-TV (14) ABC, DuM; Raymer; 55,010

MICHIGAN

Ann Arbor—
▶WPAG-TV (20) DuM; Everett-McKinney; 19,800
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
▶WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
▶WWTV (13) ABC, CBS, DuM; Weed; 47,699
Detroit—
WCIO-TV (62) 11/19/53-Unknown
▶WJBK-TV (2) CBS, DuM; Katz; 1,468,407
▶WWJ-TV (4) NBC; Hollingbery; 1,286,822
▶WXYZ-TV (7) ABC; Blair; 1,308,200
WTVS (*56) 7/14/54-Late '54
Booth Radio & Tv Stations Inc. (50) Initial Decision 8/3/54
East Lansing†—
▶WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
▶WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502
Peninsular Broadcasting Co. (23) Initial Decision 7/30/54
Kalamazoo—
▶WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
▶WILS-TV (54) ABC, DuM; Venard; 55,000
▶WJIM-TV (6) ABC, CBS, NBC; Petry; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
▶WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
▶WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
▶KMMT (6) ABC; Pearson; 94,349
Duluth† (Superior, Wis.)—
▶KDAL-TV (3) ABC, NBC; Avery-Knodel; 56,500
WFTV (38) See footnote (d)
▶WDSM-TV (6). See Superior, Wis.
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
▶WCCO-TV (4) CBS; Free & Peters; 477,000
▶WTCN-TV (11) ABC, DuM; Blair; 454,863
Rochester—
▶KROC-TV (10) NBC; Meeker; 75,000
St. Paul (Minneapolis)—
▶KSTP-TV (5) NBC; Petry; 477,000
▶WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
▶WJTV (25) CBS, DuM; Katz; 50,224
▶WLBT (3) NBC; Hollingbery; 177,323
▶WSLI-TV (12) ABC; Weed; 85,000
Meridian†—
WCOC-TV (30) See footnote (d)
▶WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
▶KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
▶KHQA-TV (7) CBS, DuM; Weed; 117,776
▶WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/12/54
Kansas City—
▶KCMO-TV (5) ABC, DuM; Katz; 405,706
▶KMBC-TV (9) CBS; Free & Peters; 405,706
▶WDAF-TV (4) NBC; Harrington, Righter & Parsons; 405,706
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
▶KFEQ-TV (2) CBS, DuM; Headley-Reed; 106,735
St. Louis—
KETC (*9) 5/7/53-Unknown
▶KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
▶KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
▶WTVI (54) See Belleville, Ill.
Sedalia†—
▶KDRO-TV (6) Pearson
Springfield—
▶KTTS-TV (10) CBS, DuM; Weed; 49,456
▶KYTV (3) ABC, NBC; Hollingbery; 46,080

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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HIGHEST ANTENNA IN THE SOUTH
6089 FEET ABOVE SEA LEVEL

A NEW VHF

ON THE AIR SEPTEMBER 18, 1954

WLOS-TV

CHANNEL 13 • Asheville, N.C.

Serving 198,830 TV Families*
in an area of 2,058,000 people**

Covering Four Rich Piedmont States
with Effective Buying Income of

$2,411,466,000**

170,000 Watts Video—Highest Antenna
in the South—6089 feet above sea level

(FCC Maximum at this elevation above terrain)

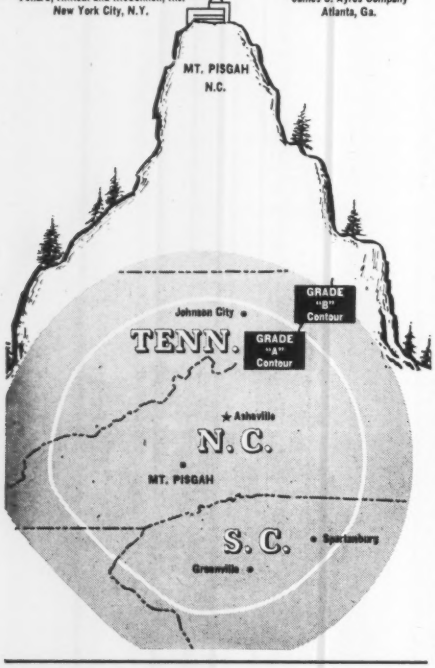
*A. C. Nielsen Co. Report U. S. Television Ownership by Counties as of November 1, 1953

**Sales Management Survey of Buying Power, May 10, 1954

WLOS TV
CHANNEL 13 ASHEVILLE, N. C.

Represented Nationally by
Venard, Rintoul and McConnell, Inc.
New York City, N.Y.

Southeastern Representative
James S. Ayres Company
Atlanta, Ga.



FOR THE RECORD

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headly-Reed; 11,000
Missoula†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 10,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 40,346
Lincoln—
KUON (12) See footnote (d)
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 94,150
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,421
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 100,000
► WTRI (35) CBS; Headley-Reed; 93,515
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
WQTV (*46) 8/14/52-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
► WGR-TV (2) NBC, DuM; Headley-Reed
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/26/54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 9,600
New York—
► WABC-TV (7) ABC; Petry; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 252,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 373,250
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 344,242
Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 145,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 29,950
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-9/1/54
Chapel Hill†—
WUNC-TV (*4) 9/30/53-September '54
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 51,249
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222
Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-9/2/54 (granted STA Aug. 10)
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 235,740
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 31,076
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 218,599
► WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,680
Valley City†—
► KXJB-TV (4) CBS; Weed

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
► WCET (*48)
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,044,134
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 60,881
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 286,382

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 130,000
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
►KTEN (10) ABC; Venard; 176,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson
Lawton†—
►KSWO-TV (7) DuM; Pearson; 52,348
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54
Oklahoma City—
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC, NBC; H-R; 121,774
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 274,445
KETA (*13) 12/2/53-Unknown
Tulsa—
►KCEB (23) NBC, DuM; Bolling; 98,513
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
KOED-TV (*11). 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 21,190
Portland—
►KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 181,034
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 218,500
►WSEE (35) CBS, DuM; Avery-Knodel; 29,173
WLEU-TV (66) 12/31/53—Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-9/15/54
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 776,372
Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
►WLBR-TV (15) Burn-Smith; 170,700
New Castle†—
►WKST-TV (45) DuM; Everett-McKinney; 139,578
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,791,161
Pittsburgh—
►WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
►WHUM-TV (61) CBS; H-R; 175,000
Scranton—
►WARM-TV (16) ABC; Hollingbery; 168,000
►WGBI-TV (22) CBS; Blair; 165,000
►WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 166,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 177,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54
York—
►WNOW-TV (49) DuM; Forjoe; 87,400
WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, NBC, DuM; Weed; 1,127,595
►WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 48,300
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 113,919
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54
Columbia—
►WCOS-TV (25) ABC; Headley-Reed; 57,700
►WIS-TV (10) NBC; Free & Peters; 122,488
►WNOK-TV (67) CBS, DuM; Raymer; 56,001
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
►WFBC-TV (4) NBC; Weed; 277,632
►WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 81,723

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 83,076
►WTSK (26) CBS, DuM; Pearson; 77,200
Memphis—
►WHBQ-TV (13) CBS; Blair; 287,818
►WMCT (5) ABC, NBC, DuM; Branham; 287,818
Nashville—
►WSIX-TV (8) CBS; Hollingbery; 192,969
►WSM-TV (4) NBC, DuM; Petry; 192,969
Old Hickory (Nashville)—
►WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,607
Amarillo—
►KFDA-TV (10) ABC, CBS, Branham; 52,252
►KGNC-TV (4) NBC, DuM; Katz; 52,252
KLYN-TV (7) 12/11/53-Unknown
Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081
Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Unknown
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
►KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 393,971
►WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
►KROD-TV (4) ABC, CBS, DuM; Branham; 55,491
►KTSM-TV (9) NBC; Hollingbery; 52,574
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 378,650
Galveston—
►KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,880

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

That's right! In southwestern Pennsylvania, 1 buy covers 3 markets when that one buy is WJAC-TV, Johnstown. You get the buying-minded Johnstown area PLUS Pittsburgh and Altoona! No idle claim is this. . . Hooper shows WJAC-TV. . .

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

If you want to enjoy the sunshine of more sales—and not get burned on your budget—choose the 1 that covers 3. . .

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Get full details from your KATZ man!

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 353,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 23,076

Lubbock—
► KCBD-TV (11) ABC, NBC; Pearson; 57,394
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 57,394
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,800

San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 33,680

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 203,487
► WOAI-TV (4) NBC; Petry; 203,487
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 85,112

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) Pearson; 1/27/54-10/1/54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 43,650

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 37,880

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 164,100
► KTVT (4) NBC; Blair; 164,100
KUTV (2) ABC; Hollingbery; 3/26/53-9/7/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/7/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 86,432

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440

Newport News—
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 325,987
► WTOV-TV (27) ABC, DuM; Forjoe; 108,300
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 458,278

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216

Seattle—
► KING-TV (5) ABC; Blair; 363,100
► KOMO-TV (4) NBC; Hollingbery; 358,600
KCTS (*9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 79,567
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 87,027
Louis Wasmer (2) Bolling; 3/18/54-10/1/54

Tacoma—
► KMO-TV (13) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 358,600

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 26,491

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC; Weed; 40,100
► WCHS-TV (8) CBS, DuM; Branham

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,000

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,250
Greater Huntington Radio Corp. (13) Initial Decision 7/30/54

Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 53,500
► WMTV (33) ABC, NBC, DuM; Meeker; 55,500
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
WMBV-TV (11) NBC; George Clark; 11/18/53-9/12/54 (granted STA Aug. 12)

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 393,600
► WOKY-TV (19) ABC, DuM; Gill-Perna; 323,054
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 686,796
WTVW (12) 6/11/54-Unknown

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,300
► KDAL-TV (3). See Duluth, Minn.

Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) Meeker; 5/12/54-Sept. '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 57,000
► KONA (11) NBC, DuM; NBC Spot Sls; 56,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 32,000

CANADA

Hamilton†—
► CHCH-TV (10)

Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London†—
► CFPL-TV (10) CBS; All-Canada, Weed; 65,000

Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433

Ottawa—
► CBOT (4) 10,100

Quebec City†—
► CFCM-TV (4)

St. John, N. B.—
► CHSJ-TV (4) CBS

Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 8,247

Toronto—
► CBLT (9) 222,500

Vancouver—
► CBUT (2) CBS

Winnipeg†—
► CBWT

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000 (Spanish-family owned).

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 392; total cities with stations on air: 264. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 31,984,317.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Divining Rod

AN AIRPLANE equipped with a sensitive television antenna was used by WNHC-TV New Haven (ch. 8) to chart the actual coverage area of the station receiving the best possible television picture. With the antenna measuring signal strength, the group determined that the pattern from the transmitter was perfectly circular, said to give maximum signal to maximum population. To determine this, the plane circled the transmitting antenna at 1,050 feet, on a level with the top of the transmitting tower. Engineers also tested the main beam of projected picture and sound and later reported that viewers of ch. 8 living in any direction and within its scope "are assured of the best possible pictures and sound with the guesswork of chance signal skip entirely eliminated."

UPCOMING

AUGUST

Aug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.

Aug. 22-Sept. 11: National Assn. of Educational Broadcasters tv production workshop, Michigan State College, East Lansing, Mich.

Aug. 23: Missouri Broadcasters Assn., Sedalia.

Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.

Aug. 27-28: West Virginia Assn. of Broadcasters, The Greenbrier, White Sulphur Springs.

Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

Aug. 27-29: Texas Radio & Tv Service Clinic & Electronics Fair, Dallas.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake Lodge, Big Fork.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

Aug. 31-Sept. 1: NBC Tv Affiliates meeting, Drake Hotel, Chicago.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 1-2: CBS Radio Affiliates meeting, Edgewater Beach Hotel, Chicago.

Sept. 10-12: Midwestern Advertising Agency Network, Sheraton Hotel, Chicago.

Sept. 12: Second district Advertising Federation of America, reorganization, Johnstown, Pa.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 15: FCC hearing in Washington on license renewal application of Edward Lamb's WICU (TV) Erie, Pa.

Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.

Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.

Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington.

Sept. 28: New England film directors, Hotel Statler, Boston.

Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.

Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTINGS

BAB Clinics

Aug. 23: Salt Lake City, Utah.

Aug. 24: Denver, Colo.

Aug. 26: Albuquerque, N. M.

Aug. 27: Wichita, Kan.

Aug. 20: St. Louis, Mo.

Aug. 31: Indianapolis, Ind.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.

Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

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BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
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NEW YORK 22, N. Y
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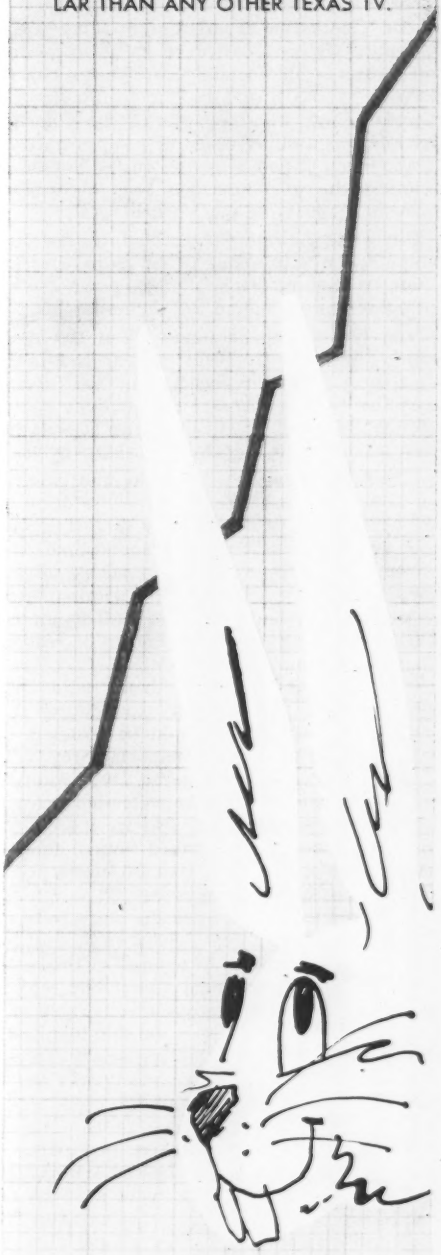

CBS TELEVISION & DUMONT

KDUB-TV
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

Bryson Bill Threat

WITHOUT regard to its provocation or legality, the unusual action of the House Commerce Committee threatening dire things if beer commercials are not curbed (notably on television) should not be taken lightly by broadcasters, brewers and their agencies.

The Committee mandate requesting a Jan. 1 report on self-regulation by broadcasters is an obvious effort to assuage the prohibitionists in an election year. That a ban is of doubtful constitutionality is recognized by the Committee. The "request" action, therefore, was wheedled out of the committee by the unceasing dry lobby as a thinly-veiled first-step toward a return to prohibition. It was taken in lieu of action on the Bryson Bill (HR 1227) which in one form or another has been dumped into the hopper every year since repeal of the Volstead Act.

But while the bill was directed against all advertising media, the whipping boys turn out to be radio, and more particularly, television. Other media recognize, however, that if one medium is hit, all others are bound to become targets.

The blue-nosers harangue about too much beer drinking and pouring on the air. That is their foot-in-the-door device. Some advertisers and their agencies, in their zeal, will go as far as the media will allow them. Many stations do not accept blatant beer commercials and practically none accepts hard liquor advertising, even though there's no legal reason why they should not.

The brewers know what radio, and latterly television, have done for their products. The millions who drink beer as a beverage will not be deprived of it, any more than they were during the Volstead Era when home brew and moonshine abounded. Because the brewers know the value of broadcast advertising they have been cooperative in modifying copy within reasonable bounds. There is less beer drinking today on tv than there was a year ago. The rub is that the drys never intend to be reasonable in their quest for total prohibition.

Without beer advertising both radio and television would be seriously hurt. With heavy expenditures for color ahead, vhf as well as uhf telecasters would be struck a crippling blow. Radio can ill afford loss of any important revenue source.

The brewers are among the few national advertisers who have budgets adequate to sponsor televised fights, baseball, football and other sports events. They also are the buyers of fringe time, since their commercials are directed toward adults. They are among the heaviest buyers of radio spot. Brewers need broadcast advertising and broadcasters need brewers.

It is significant that when the chips were down, the House Committee directed its threat against radio and tv. The crusading blue-nosers found it easier to dramatize their attack against tv, riding the crest of Congressional and public interest in television. They knew that newspapers are less vulnerable to Congressional attack.

The Bryson Bill report is but one manifestation of broadcasting's legislative weakness as this session of Congress ends. The Bricker Bill, ostensibly to investigate networks but actually aimed at the whole broadcast field, is another.

The drys lobby at the grass roots. They know their constituent legislators. By the same token, newspaper editors and publishers do a job with their delegations back home, in between sessions.

Broadcasters always seem to be too busy tending to their knitting (and keeping up with legislative and regulatory thrusts) to spend time indoctrinating the very people they have helped elect. Is there any broadcaster who will concede that his opposite number on the local newspaper or the head of the local WCTU is a more potent influence in his community?

The Bryson Bill threat is very real. It strikes at every station's source of revenue. With any success, next could be legislation against tobacco, coffee, tea or cola. It is a threat to all advertising.

The NARTB can be expected to go all out in answering the Wolverton Committee. The Television Code Review Board will meet the indictment that "self-regulation" has not been effective.

Much more is needed. Every station owner (and every newspaper and magazine publisher) should resist this move. It's the organized drys against all advertising. It's a job that must be done between now and the next session of Congress in January. It must be done on the front porches, in the studios—wherever a broadcaster meets his Senators or Congressmen.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Winslow cuts out the political speeches and listens to the commercials!"

Breaking the News Barrier

IF RADIO and television are to realize their full potential as media of news and information, the example set by CBS of embracing news direction within top management will have to be widely followed. At last a major network has put news direction where it belongs—on an administrative level equal to that of other major radio-tv operations.

The elevation of Sig Mickelson to a vice presidency of CBS Inc. and the creation of a news and public affairs unit for both radio and tv within the parent company mark the practical application of a theory explained last May before the NARTB convention by William S. Paley, chairman of the CBS board. Mr. Paley told broadcasters that news and public affairs deserved more consideration from management than they were getting. His remarks, as this publication commented at the time, deserved attention.

True, news and public affairs programs constitute only a part of the total programming of any station or network, but it is an extremely important part, and one which—to an extent disproportionate to the amount of air time it occupies—determines the degree of serious service which the station or network is rendering. The station or network which hopes to be recognized as a basic news and information medium must provide its news department with the budget, the personnel and the status to do a job.

Of those three considerations, "status" is at least as important as the others. If the man in charge of news and public affairs cannot meet management on management's own level, he will forever be in the position of a supplicant within his own organization. If he is outranked by heads of other departments, he is bound to come out on the short end at budget-making time.

The status in which radio and television hold their own newsmen also determines the status which those newsmen hold in the general company of newsmen and news media and, in fact, among the sources of news.

It can be argued that the fight for equal access to news sources could have achieved more favorable results if the principal spokesmen for radio and television had been recognized as management spokesmen and not as employes of management.

This fight promises to be a long one. There will be some localized triumphs like the admission of radio and tv to the Army-McCarthy hearings. There will be localized defeats like the exclusion of radio-tv from the forthcoming hearings on the McCarthy censure resolution. But the long campaign cannot be successful in establishing radio and television on their deserved parity with the press until the radio-tv cause is led by generals, with the authority and prestige of generals.

Radio and television have the technical capacity to become the undisputed leaders in the world of journalism. It is up to the management of radio and television to see that this capacity is put to full use.

Jim DeLand Drives Your Sales Message Home . . . *in Detroit!*

Every night at 5 PM on WWJ, Jim DeLand drives home amid the bulk of Detroit's 975,000 auto-riding workers. His program is smack in the middle of the daily homeward rush.

This is a WWJ show with lots of appeal to drivers. The records are sweet and lively. The baseball scores are hot. The safe-driving tips are subtle. The commercials are blended with DeLand piano ramblings. And the voice . . . *that voice of DeLand's* is the most persuasive in Detroit radio as it rolls out from under the dash, driving home a sales message.

YOUR PRODUCT BELONGS IN GOOD COMPANY, DRIVING HOME WITH JIM DELAND

AM – 950 KILOCYCLES – 5000 WATTS
FM – CHANNEL 246 – 97.1 MEGACYCLES

WWJ AM FM

Basic NBC Affiliate
Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives: The GEORGE P. HOLLINGBERY CO.*